CENTRE OF INFORMATION TECHNOLOGY

Technology factors that impact users on social media for social networking on Facebook

Research Project Report (INFO901)

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Abstract

Technology is now changing the path that people are living their lives and the enlargement of technologies are making them able to complete different tasks in a specific period. It could be managed with fewer efforts and more productivity. This study is managing an understanding of the technological factors which are influencing the users of Facebook for having a better social network. There are different types of technological elements regarding using Facebook that is involved in this study. There are various tech-enabled activities that are in this study to examine the effectiveness of Facebook in terms of managing a perfect social network. Also, the thesis is having various discussions on the literature which presenting the topic more clearly.

Keywords: Facebook, Influence, social media, Technological Factors, Users.

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Technology factors that impact users on social media for social networking on Facebook

1. Research Introduction

The main purpose of the research introduction is for giving a clear idea that they describe all the important information of the topic like aims, objectives, research scope, research problem, research questions.

1.1 Introduction

The world is becoming a techno-hub and technology is considered a very important part of human lives. With the help of technology, various aspects of human life are affected. It mainly includes the whole lifestyle of the humans are now surrounded by various types of technologies in their everyday life which is playing a huge role in shaping up the behaviour of the humans as well. Technology is changing everything including the daily routine lifestyle the communication and interaction with each other and eating and lifestyle habits as well. It helps to understand that technology is all over humans especially in terms of interacting with each other. Social media channels are playing a hugely important role in a human's life and modern world, it is identified that humans like to interact with each other over social networking sites. Currently, there are various social media channels available for interaction such as Facebook Instagram Twitter YouTube, and others however it is important to identify that Facebook is one of the most important social networking platforms all around the world (Muhammad., et al., 2018).

Facebook is having the highest number of users from different countries of the world which indicates that despite other social networking sites' competition Facebook is still has a territory in the social networking market. It is identified that technology and its updating or easily making the changes in the lifestyle of humans on regular basis and the increasing the use of social networking sites also helping to understand that technology and its associated factors are making an impact on the uses of social media channels. Technological improvements are making a big impact on the populations of different countries when it comes to making interacting with each other and which is why the comfort and convenience of humans is increasing on technology (Cao & Yu., 2019). This convenience making a big difference in humans behave as it offers a huge change in the attitude of the population groups.

When it comes to New Zealand, it is identified that Facebook is one of the most commonly e used social networking sites which most of the population around 73% is using. The easy availability of the internet and computers also one of the primary reasons for increasing the use of social media networking in terms of day-to-day communication with friends and family.

People from all over the countries shared many pictures in just one minute when it comes to worldwide data. It helps to understand that in terms of social networking these are social media channels that would irreplaceable. It can be see that social media is no longer a utility for people all around the world but the young generation are the target customer group of the social media networks and because of that most of the existing customers of these social media channels such as Facebook belongs to 20-30 years old.

The social media channels are becoming the way or the source which helps the people to know about recent events and activities or incidence in other countries which is why people like to use these channels as these are informative as well. It helps them to get the right information about the other countries and it offers them a sense of connection between those people and themselves. On Facebook and other social networking sites, millions of people share their daily life status forced stories pictures images post and to its, every minute and also people take their social media profile seriously as everyone is using social media and it creates pressure on the user is well (Matikiti., et al., 2018). The high use of social networking channels is also making a negative impact on the behaviour and attitude of the users and it gets changed drastically. There is a constant running competition for getting more likes on social media channels. However, Facebook is one of those platforms which offer a high number of benefits to its users as well but there are also some challenges for the users. Whenever it comes to identify the biggest challenge using Facebook privacy is the number one challenge for its users. Facebook is regularly updating their privacy settings and making it better and better however it still need some changes and betterment to avoid any type of risk and threats from the privacy of the users. The most important instrument for social interaction is social networking sites for example Facebook since a variety of user's active the Social Media Platforms each day. They offer millions of facts about themselves and these fresh photographs and videos are very often upload. However, the mobile application's performance does not depend entirely on the number of people utilizing the app, but it is easy for the app to use as much as technical innovation. It is crucial to leverage quick technological progress while applying successfully just so the app may provide market worth to them while also time being competitive. Social media networks, as in Facebook is the most significant tool for social connection since several people engage on social media platforms networks every day (Yahia., et al., 2018). These images and movies are commonly posted and they reveal millions of details about themselves. Nevertheless, the performance of both the mobile application may not depend just on the number of people using the application, although it is simple to utilize both technical innovations and the application.

Ineffective use it is essential to exploit rapid technical innovation so that the app is market-worthy although it is viable.

Technological progress is also important to social practice accounts, which further improve outcomes and engage customers while creating the information system. This affects the way individuals embrace technological progress and the privacy of their relationships. Consumers are the major factors influenced by continuous behaviour and activities in the development and evolution of technology. Consumers can be seen as the major factors influenced by continuous behaviours and activities in the development and advancement of technology. Therefore primarily evolving to meet customer wants to deliver better results. Social media is now becoming engaging, disseminating, and distributing information, advertising, and content marketing using state-of-the-art technology. With history, social media is becoming an advantage in several sectors, including pleasure, enterprise, technology, healthcare, the environment, advertising, and the corporate sector. Facebook is became a few of the finest venues for increasing and building relationships with followers (Keles., et al., 2020). Several individuals post their music; social media networks that help them acquire and support many users. They also have the opportunity to interact. Various techniques to establish a solid relationship with the following can be performed. People may utilize this platform to improve their company's credibility and confidence and to acquire numerous clients through ads.

Many users just browse their website and read it on the corporation's official website. It is the ideal platform for promoting marks so that maximum client attention is paid. Even if the social media sites upload several posts nearly every day, people and companies attempt to develop helpful material through technology that catches the user attraction which shows an interest within a certain subject. This enables the users to communicate with those other users interactively and learn about their opinions and goods. Social networks have become a popular venue for expressing, connecting, and sharing happiness with other people. That platform forms a new user relationship (Ahmad &Murad., 2020). For consumers to extend the circle but for companies to achieve better exposure, accurate and faster communication is critical. In addition, connecting via Facebook enables users to build a network where some minds express their opinions and companies may develop a better connection with the public to increase their comprehension. The best way to enhance connections to former people is through Facebook. The best way to build efficient communication only with connected individuals and communication with aliens is Facebook. Create Facebook groups is a successful technique to market a website.

Facebook's marketing agency strives to make customer feels unique to boost traffic and develop confidence by attracting the amount of the customers on their pages. They also give bespoke operations and features to satisfy consumers' wants and lead to more sales using technology.

Different technology variables impacting Facebook were discussed: increasing involvement of customers in social media through technological progress, the importance of new technologies that providing an impact on the lives of users, users' awareness of powerful lessons, the development of communication, and also the ability for interact. Technology becomes a crucial element in the lives, as well as the processes in users, are progressively changing. While technology reflecting may be observed everywhere else in community relationships, it also having the greatest impact on social media for example Facebook that communicates with a much wider number within a short time (Cao & Sun., 2018). The use of technologies is enormous in the contemporary world with many individuals who participate in social networks and it may share their thoughts and knowledge and personal photographs simply through social networks. In addition, Facebook is providing users with possibilities to show their brand recognition on social media networks.

1.2 Background

The background of this research is related to the technological factors which could influence the users of Facebook to have better social networks on the application. The research is focusing on various technical abstracts that can become usable while utilizing Facebook for social networking. It is also managing the idea about the collection of appropriate information which can lead to the possible outcomes for the entire research process. The questionnaire is also managed and research questions are leading to the proper understanding of the selected topic.

1.3 Problem Statement

The use of technology is being allied with different factors and approaches in the current time frame. This is helping people to communicate as well as ensuring to share their viewpoints. Social media could be defined as one of the most innovative platforms associated with technological interventions which are helping people to connect. Facebook is a significant platform ensuring individuals communicate and get appropriately connected (Assimakopoulos, et. al., 2017). There are some of the issues and problems allied with the usage of such technique which majorly is impacting on the ways of adapting the benefits such technological innovation. Privacy issues could be defined as one of the major challenges facing current users of Facebook. There are a lot of people finding Facebook a bit challenging to be used while determining the suitable ways of adapting several communication measures. This could be

analysed that while using the technologies like Facebook the concerns associated with privacy get increased. The increasing advertisements on social media sites are lessening the interest and rawness of its effectual usage. If there is communication about Facebook this could be determined that people are not finding it entertaining to have aids between their scrolls.

Moreover, there are major concerns allied with security as while using such sites people provide their personal information, includes chats and so on. This can be analysed that such issues are making negative influences in contexts of accessing and analysing all the suitable and essential informative constraints to be accessed. This is required to have precise idea and information of the most suitable ways of handling the necessities and parameters allied with the security of users (Chang, et. al., 2017). This specific research also focuses on carrying out an insight over the best suitable and essential determinants to be accessed while handling the research development and implications.

Hacking is also one of the most common threats allied with the usage of social media. There are several times when people get impacted by using such platforms and just do not get the security and connectivity. This relates to the determination of some of the key aspects which are arguing about certain developments accessed. The usage of different technologies by hackers creates issues while adapting all the determinations and values to be allied and handled efficiently (Galati, et. al., 2017). This could also associate with some of those parameters which provide the idea about the most possible and required developments to be carried and handled.

The other most common issue associated with the technical innovation of Facebook is deception as this becomes hard to analyse whether the person's Id is fake or real. This specific condition creates the issues associated with some of the challenges are parameters making negative influence over the ways of engaging possible changes and developments. This makes the aspects of using such sites affected by the ways and determinants of gaining suitable and appropriate responses. This somewhere ensures to develop the necessity of some of those parameters which help to engage and develop best possible ways of growth along with the ideas of suitable expansions.

Cyberbullying could also be considered as one of the major misuse and threat associated with the usage of social media. This includes the negative and abusive comments which mainly impact the mindsets of people and makes them forced to think about their personality. This is considered as the prime issue associated with the ways and aspects of engaging all the possible and necessary influences to carry out an individual's growth and significances (Andalibi& Forte, 2018). This can be defined that such negative influences are affecting all of how an individual carries out the suitable and essential usage of such sites. This is the major necessity

to gain an idea about the most suitable ways of using such technique which mainly ensures to consider the better and essential changes.

No one can deny that social media has become one of the string connections and necessity among the youth but the challenges associated with such technology can also not be denied. This is necessary to have precise determination and ideation about some of the key aspects which ensure to get rid of the issues associated with such techniques. This entire study also focuses on carrying out the information about all the influences and parameters ensuring to maintain the information. This can be defined as the prime necessity to maintain all the possible and most significant parameters which somewhere ensures to maintain the evidence and informative aspects helping to develop the most suitable ways of using the social media sites.

This also ensures to maintain as well as build the evidence about all the most effective and essential determinants which provides with most appropriate evidence of adapting the best possible values (Bossetta, 2018). The study somewhere also ensures to deliberate about the key parameters that need to be adaptand considered for major developments and changes mainly associated with the precise necessity of changes as well as growth approaches. This also ensures to measure the techniques of precise technology aspects.

1.4 Research Aim and Objective

Aim: The research aims to analyse the impact of technical factors on the usage of social media. The prime focus of the entire study is on the usage and significance of using Facebook as one of the reliable social media sites. This also ensuring to building the idea about some of the measures and significances in which the usage of such site could get affected by certain key influences.

Objectives: The objective of the study helps to build an idea about the right direction in which the study needs to be followed. This also provides evidence about certain key approaches and valuations which are relating to certain key determinants of accessing all the possible evaluations (Arora, et. al., 2019). Some of the objectives associated with this specific research are:

- To analyse customer engagement in social media through technological progress.
- To evaluate the prominence of technological influences for impacting the thoughts of the users.
- To critically evaluate the usage of Facebook as a leading social media platform.

The above-mentioned objectives help to determine certain technical procedures and influences helping to gain information about the usage of social media platforms. This also ensures to build precise material and determination over the ways of managing the usage of different social media influences to be developed and handled. This could be determined that proper significance over such factors ensures to carry out suitable and most efficient aspects to be considered.

1.5 Conclusion

From the above-mentioned study, this is concluded that there are several challenges associated with the usage of social media sites. Such technical issues are creating negative influences in terms of adapting the idea about the most appropriate and necessary ways of using such technologies. This can be analysed that such developments and innovations are good for an individual but also adapting some of the technical threats which are making the usage of such techniques questioned. This can also be determined that these challenges are somewhere essential to be managed and handled by engaging precise idea about the most appropriate ways of developing the influences of changes. This can also be defined as the major necessity to maintain all of those values and determinants which relates to the development of most of the better and essential determinants.

Facebook could be considered as one of the majorly used social media sites in the current time frame but then there are several technical issues allied with the usage of such application. People are facing security and privacy issues which are creating the situation of negative as well as stimulating aspects and impacting on the ways of attracting towards such sites. The study is providing information about some of the measures and areas which are necessary to be considered and handled while using such sites and also includes the information about some of those key influences which ensure to maintain and mark most of the essential and precise changes handled significantly. This can also be determined that all the valuations and parameters associated with procedures ensure to carry out the growth areas.

This is determined that the usage of social media is becoming a prime challenge facing current livelihood and the prime requirement also relates to having an idea about some of the changes and developments which provides with the ideation of engaging the growth influences. This can also be taken as the key need to maintain all the possible and necessary developments which somewhere ensures to maintain the usage of such significances in the most appropriate manner. This also relates to the determination of some of the values and aspects ensuring to measure all the precise and suitable developments. This also ensures to maintain all the

influences ensuring to engage better growth and changes associated to the necessity of all the better and most effectual developments to be considered.

2.0 Literature Review

The literature review is searching and evaluating the available literature on a particular topic. This section presents the different author points of view related to the particular topic.

2.1 Introduction

Within this chapter, the findings of different literature articles are presented and also their information is utilized for gathering the usable data for the whole literature review. In section 2.2, the PRISMA literature review is defined in which the systematic review is presented in the section. Within section 2.3 the discussion is developed on the trust factors and also the presentation of relevant hypothesis would be presented. After this, in section 2.4, the review factors of the hypothesis are involved. Also, the cost factors of the social media sites like Facebook are represented in section 2.5. After this, in the 2.6 section and 2.7, the discussion about information channels are represented. Section 2.8 is managing an understanding of the importance of social media sites like Facebook. In section 2.9, the discussion about the cultural influence on social media sites is presented. The last factor is presenting in section is presented.

2.2 PRISMA literature review

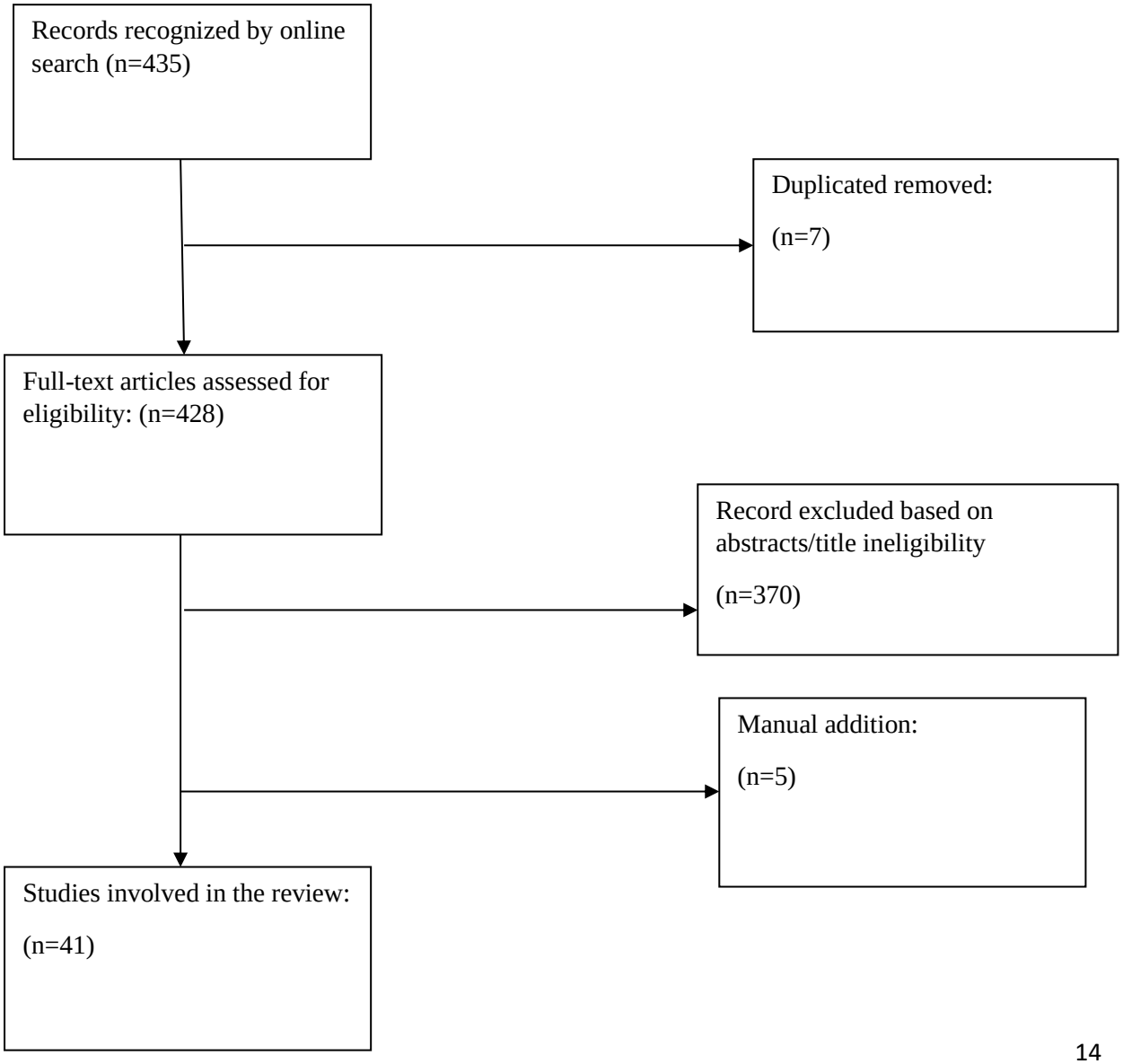
According to Rauniar, et. al., (2014), the procedure of using social media along with the different technologies is increasing rapidly. People now time becoming interested in using different social media sites and in the present situation, the use of Facebook is increasing and people are becoming able to generate new connections with other people. The use of Facebook is increasing worldwide and it is implementing better contribution for managing the communication with other people. The role of technologies is also increasing while using social media websites. The impact of technology is large on the social media channels in terms of increasing business activities. Internet-enabled communication could be managed through the use of different technologies on social media channels. Business owners could communicate easily with their consumers through the use of Facebook (Bright, et. al., 2015). The much broader way of communicating with people can be managed with the support of social media channels like Facebook.

Table 2.1 Inclusion/Exclusion criteria

S.NO	Inclusion criteria	Exclusion criteria

1	Full-text	Uncompleted studies
2	Published in the selected year (201-2020)	Non-English
3	Published in the above-selected database	Outside the selected time
4	In English	In another unrelated database
5	Keywords: Social media, Facebook, marketing, technology	Non-article peer-reviewed articles
6	Connected with 7 factors	Not accessible
7	Peer-reviewed article	-

PRISMA flow chart:



This study is following the PRISMA flowchart in which the 41 studies are defined as the information that is involved with them. There is an online research also which is established by using the EBSCOhost and science direct on 23rd February 2020. The relevant keywords are also involved by the system. On the other hand, the English combined is utilized by the effective Boolean logical operator like OR, AND for ensuring the sensitiveness of the whole study. There are 428 articles which are utilized in the research strategy. Also, the preliminary screening is developed by the researcher by using the summary and articles of the selected writings (Saxton and Wang, 2014). The inclusion and exclusion criteria are also utilized by the researcher and there were 40 articles that remained. After this, almost 5 papers are added by the researcher in which the consistency of research question and inclusion criteria is involved. The total number of peer-reviewed papers are 41 for this research activity.

Conceptual map:

(Source: By Author)

The above mind map is describing the elements that are involved in the literature review. There are various circumstances that are analysed in the literature review and the various articles were also selected.

Table 2.2 (List of articles in PRISMA literature review)

Author and year	Article Name	Key Findings	Research Area	Research Method
Rauniar, Rawaski and Johnson (2014)	Technology acceptance model (TAM) and social media usage: an empirical study on Facebook	Explanation about social media TAM model. Key variables of TAM model	TAM model technology	Mixed method
Bright, Kleiser and Grau (2015)	Too much Facebook? An exploratory examination of social media fatigue	Explanation about social media fatigue	Consumer psychology	Qualitative method
Sexton and Wang (2014)	The Social Network Effect: The Determinants of Giving Through Social Media	Data from Facebook causes	Role of these sites in off-line settings	Qualitative method
Phua, Jin, and Kim (2017)	Uses and gratifications of social networking sites for bridging and bonding social capital: A comparison of Facebook, Twitter, Instagram, and Snapchat	Understanding of social capital theory	Influence of social media on online bridging	Quantitative method

Fox and Moreland (2015)	The dark side of social networking sites: An exploration of the relational and psychological stressors associated with Facebook use and affordances	Research of social media focuses on its benefits. Also, the dark side of social media could be recognized	Understanding the relationship with social media activities	Qualitative method
Sabate, Berbegal-Mirabent, ., Cañabate and Lebherz (2014)	Factors influencing the popularity of branded content in Facebook fan pages	Increasing the awareness of products and services through technologies	Understanding linear regression from 164 Facebook post	Qualitative research
Perrin (2015)	Social Media Usage: 2005-2015	Two-third of Americans are using the social media sites	Usage of social media sites in the different age group	Qualitative method
Utz, Muscanell and Khalid (2015)	Snapchat Elicits More Jealousy than Facebook: A Comparison of Snapchat and Facebook Use	Younger people are using the social networking site like Facebook mostly in their internet facilities	Preliminary comparison of Snapchat and Facebook	Quantitative method
Maier, Laumer, Weinert and Weitzel (2015)	The effects of technostress and switching stress on discontinued use of social networking services: a study of Facebook use	The critical understanding of Facebook use and decrease of risks.	Development of discontinues usage intentions	Mixed method

2.3 Trust

Table 2.3: Theme article table

Technology acceptance model (TAM) and social media usage: an empirical study on Facebook Rauniar, Rawaski and Johnson (2014)	The researchers have presented the way of using the TAM model in the activities of the social media use. How the trust can be increased while using Facebook it was analyzed in this study.	Mixed method
Too much Facebook? An exploratory examination of social media fatigue Bright, Kleiser and Grau (2015)	The research has provided support to understand the too much use of Facebook and also the exploratory examination. People's trust towards managing their time on Facebook could be maintained by it (Lambton-Howard, et. al., 2020).	Qualitative method
Factors influencing popularity of branded content in Facebook fan pages Sabate, Berbegal-Mirabent, Cañabate and Lebherz (2014)	The research has provided an understanding of brand popularity by the use of Facebook. The trust factor is related with the brands that are actually selling or making fake advertisements on Facebook (Cain, 2020).	Qualitative method

As per the view of Phua, et. al., (2017), the above interest table is providing the idea about the way of using things and, in the literature, and factors. Security plays an important role and it could be said that many organizations have also included the factors which could lead the supportive results. These abstracts are playing a significant role in increasing the level of understanding for the whole assignment. The online technology and using the social media

sites are analysed through the use of these elements and articles. The selected articles is involving the trust of the researcher in which better information was collected for the whole assignment (Vickers, et. al., 2015). There are many research articles that have managed the understanding about the relationship between social media technologies and the involvement of them in the marketing activities too. The use of consumers is provided in the selected articles. There are articles that have presented the ways of managing an understanding about the way of communication with the consumers (Itani, et. al., 2020). The trust level index are also involved the appropriate writings and articles which can establish an effective understanding of the uses of Facebook in terms of managing the successful relationship with the consumers (Fox and Moreland, 2015). Also, the researcher are included security and privacy by using the appropriate writing and learning journals for the research topic. In the context of the New Zealand economy, the use of social media sites like Facebook is evaluated.

It was analysed that the use of technologies is increasing in the social media sites and also the use of Facebook is increasing rapidly in the economy of New Zealand. The people are becoming able to connect with each other and also they are becoming capable enough to know about the various aspects which are related with the products and services (Haoxiang, 2020). The use of Facebook is also providing an idea about the different products which could be purchased by the consumers through the use of social media platforms. The identification of the different technical involvement with the social media activities are recognized through the different articles and journals and it has provided support to lead an understanding about the selected topic or subject (Fox and Moreland, 2015). The journal articles also managing the understanding of the capabilities of social media technologies in order to recognize their influence on the consumers (Depoux, et. al., 2020).

2.4 Review

Table 2.4: Theme article table: Review

The Social Network Effect: The Determinants of Giving Through Social Media Sexton and Wang (2014)	The research article are providing an understanding of the social network effects from the use of different technologies (Kavada, 2020).	Qualitative method

Uses and gratifications of social networking sites for bridging and bonding social capital: A comparison of Facebook, Twitter, Instagram, and Snapchat Phua, Jin, and Kim (2017)	The researchers are explaining the social capital theory and it is improving the way of understanding this theory (Kavada, 2020).	Qualitative method

The above literature is supporting to know about the effect of social media applications in terms of having the supporting results for the research. The articles are suggesting ways of understanding the social capital theory. Also, the way of understanding social networks' effects on the consumer's behaviour could be recognized through the involvement of these research articles (Gan, et. al., 2021). The social capital could be grabbed through the utilization of the social media sites and it can generate the way of bringing effectiveness while using the technological aspects with the social media sites. The comparisons have also need to maintain between the social media sites like Facebook, Instagram, Snapchat, and Twitter (Luo, et. al., 2013). Also, the way of presenting the information is becoming also easy with the use of these two articles in terms of managing the review of the selected topic (Sabate, et. al., 2014). The review abstract can lead the support to recognize the review of different technologies which can improve the technical presence of Facebook for a user. The users of Facebook basically try to have the right kind of reviews for the activities that they are doing on the Facebook application (Tasnim, et. al., 2020). Review plays a vital role in terms of taking a particular decision like purchasing the products and services through the use of Facebook. The review of other people influences their decisions in different ways.

2.5 Cost

Table 2.5 Theme article table: cost

Social Media Usage: 2005-2015 Perrin (2015)	The research is analyzing the different age groups of American in which people are using social media channels to manage the	Qualitative method

	effectiveness of their understanding	
Snapchat Elicits More Jealousy than Facebook: A Comparison of Snapchat and Facebook Use (Utz, Muscanell and Khalid (2015)	The research is providing support to understand that most of the youngsters are using the social media sites like Facebook, Instagram, and Twitter to know about products and services (Peeters and Pretorius, 2020).	Qualitative method

In this section, the selected articles are providing an understanding about the different kind of social media activities which the consumers are using rapidly. The cost of using social media sites like Facebook is not a difficult thing (Faelens, et. al., 2020). People are simply downloading the Facebook application on their mobile devices and searching about different products and services which they required in their lifestyle. The studies are showing the cost-effectiveness which Facebook is having with it and also the role of Facebook in managing the beneficial ways for the consumers (Utz, et. al., 2015). The study is showing the people who are using Facebook effectively, could become able to cut their costs, and also they could become able to get an idea about the products which they are going to purchase for them. The users could become attracted to the free download applications and it could be said that the entire cost could become quite supportive for them (Bruns, et. al., 2020). The thesis is also providing its influence on the cost elements of people. There are lots of brands and products that are selling their products on Facebook pages. It is more difficult for the users to having trust in the advertisement and the cost of those services is also not affordable for them at some points. There are different categories of charges which Facebook takes from those organizations (Ramondt, et. al., 2020). However, the cost factor can influence a user for purchasing some products through the use of Facebook.

2.6 Delivery

According to Perrin (2015), due to the nature of social media and technology, it could be said that the product delivery and services delivery practices could become quite supportive for the companies. The consumers are also becoming able to understand the different type of products

which could be grabbed by using the social media applications (Ramondt, et. al., 2020). On the social media sites, there are lots of options and categories which could be selected by the consumers and they can purchase the products as per their choice. The selected literature and journals of this category are suggesting ways of choosing different products and services. There are also delivery options which they can select and the products could be delivered on a particular time period (Maier, et. al., 2015). The delivery influences can provide support to manage the interest of people with social media applications like Facebook. Also, the service delivery practices could also become positive with the support of social media. There is a local delivery partnership that is managed by Facebook for the users. The users can utilize these options for better service delivery (Beier and Früh, 2020). There are different service delivery modes that could be found on Facebook. Basically, brand effectiveness is the major objective that Facebook does very well and it can play a vital role in terms of managing effective service delivery.

2.7 Information channel

The reliable information are selected in this category in which the information channels are selected to gain the knowledge of people using Facebook and social media channels. It is found that the buying behaviour of people could be influenced through social media channels and the behaviour could become attracted towards the different kinds of products and services. There is a lot of information which analysed through different social media channels like Facebook (Beier and Früh, 2020). The technological factors are associated with the use of Facebook. There are lots of organizations that are using Facebook as search engine optimization. Also, in the news feeds, people are seeing various technical innovations that Facebook is including with their application. However, there is much software on which Facebook relies. Facebook is currently using PHP, but there is a compiler that is developed by the company to turn it into the native code on the webserver. It could increase the level of performance for Facebook. On the other hand, Facebook is using Linux and optimized it for its own purpose. In the process of networking, the software is utilized by Facebook. In the addition to this, Facebook is also using MySQL, which is making logic into a web server since the time of optimization (Roberts and Marchais, 2018). Along with these, Facebook is optimizing Memcheched servers for improving their performance. Facebook is having a broad information channel on which the consumers could take the information and data about a particular service (Kim, et. al., 2020). The various companies are using Facebook before having their marketing decisions. There is a lot of information that could be found on Facebook on the specific product and service.

Companies are using Facebook to communicate more with their target audience and providing them unique information about their products and services.

2.8 Website

Along with the use of Facebook and other social media channels, there are specific websites also providing quality services. The technology advancement could be seen in the different websites also in which people could generate the idea about the products and services which they want to buy. The content of the website could provide an influence on people's behaviour and they could decide about the decisions which they want to take related to the specific products and services (Mercea, 2020). The social media channels like Facebook, Twitter, and many more apps are increasing their effectiveness in the marketplaces and providing an effective way of communication to their clients and consumers. The data are collected through the 41 articles that are selected to get the right kind of outcomes and the results also. The unexpected breakdowns in the selected information are analysed by using the different abstracts of the selected articles and journals (Habes, et. al., 2018). The increased consumer demand could be seen while using the social media sites like Facebook. Some of the researchers have pointed out about the presentation of products and services on Facebook and also it has analysed the ways of improving consumer influences in various ways.

2.9 Culture

Culture is a very important element that has been influenced by the use of Facebook in the economy. People now a time in the rural area and the city area are becoming able to get the information about the products and services. The research articles are providing understanding about the role of social media elements in terms of influencing the cultural aspects of the economy. The geographical situations of the areas are defined with the help of social media channels. The technological aspects are also determined in the selected articles that are influencing the overall social media channel like Facebook (Mercea, 2020). The cultural elements are also changed during the use of Social media sites like Facebook. Moreover, people are using Facebook now a time and it is affecting the entire cultural elements of the economy. Cultural consistency could also affect the things like knowledge and IT. It is one of the most important factors of the usefulness of social media channels like Facebook (Poulsen, et. al., 2018). The research articles are representing the elements of social media that are providing an influence on the entire cultural elements of the economy. There are research articles and journals also that providing support to know about the advantages of using Facebook through the different kinds of technologies. Facebook supports flexibility and this culture could be

found by the users. It is playing an effective role in terms of understanding the actual problem and modifying them for the safety of users. It is rapidly addressing the issues within the social media business and it is supporting the business organizations effectively. The ability of people to be connected could be enhanced by the use of Facebook and positive relationships can be found between peers (Celestini, et. al., 2020). People can do one-on-one and direct communication with the people which can enhance the cultural abstracts of different countries.

2.10 Services

Services are the necessary component of using Facebook and other social media sites. The critical motivation could be provided to the consumers who are using Facebook in their economy. Also, the support system could be generated for the consumers and they could purchase the products and services of their choice. The services are capable enough to increase consumer loyalty and consumer satisfaction also. It can enlarge the services for the consumers and they can grab better opportunities by using the social media sites like Facebook (Voorveld, et. al., 2018). The organizations now a time could become able to use the social media channels for increasing their product awareness.

2.11 Conclusion

The above literature review is supporting the argument related to the enlargement of using Facebook in the economy of a particular country. The above explanations are suggested the ways of using Facebook to select the products and services of consumer's choice. The above report is involving 41 journal articles and writings which were utilized for presenting the information about the technological advancement while using social media channels like Facebook. Also, through the PRISMA literature review, the statistical analysis is also presented by the researcher (Celestini, et. al., 2020). The idea about selected articles are represented in a broad way which developed an understanding of the topic. The inflection factors and also the hypothesis are represented in the above literature review.

2.12Research gap:

Different aspects of factors of technology that affect the users on Facebook are discussed, such as- engagement of users in social media with the help of advancement in technology, significance of factors of technology that create an impact on the minds of users, attention of users on messages which are important, creating rapport with the people, developing communication, capability to create audience and use base, trends related to technology on Facebook which affects the perception of the consumers etc (Celestini, et. al., 2020). A thin gap remains persistent as there is no indication of use of Artificial intelligence for the purpose

of social networking on Facebook. Facebook is utilizing many machine learning which are advanced and with the help of which the users can recognise their face in pictures. In addition to this, Facebook targets the users with the help of advertising (Bhatti, et. al., 2020). Therefore, future researchers are getting the scope to research on this topic and can also explore many things regarding this topic.

3.0 Methodology

3.1 Introduction

The design of the entire research is presented in this chapter. The discussion about the overall research structure and design represented. Also, the analysis is presenting to having some idea about the overall research process. The hypothesis and the research questions are allocated in section 3.2. In section 3.3, the introduction about the entire research design would be presented and the theoretical framework is used for presenting the data. Section 3.4 is explaining the instruments of the research. After this, in 3.5, the sampling method is involving and the primary data is collected. Also, the data analysis method is explained in section 3.6 and the continuous process could be seen in sections 3.7 and 3.8. Furthermore, the limitations of research methodology are presented in section 3.9 and section 3.10 is determining the conclusion of the chapter.

3.2 Research questions and hypothesis

The philosophical overview is required to select the appropriate methodology that can provide the supporting results for the entire research process. There are four types of philosophy that could be selected for the research process (Rahman, 2020). The post-positivist philosophy is used for the entire research process.

Constructivism	**Post positivism**
• Having the meaning of multiple participants • Generation of theories • understanding • Historical and social construction	• Verification of theory • Reductionism • Experimental observation and measurement • Determination
Transformative	**Pragmatic**

• Justice and power oriented • Change oriented • Political • Collaborative	• Situation of actions • Problem-oriented • Pluralistic • Real-world activities oriented

Figure 3.1: Philosophy worldview

On the basis of the post-positivism worldview, the quantitative approach is selected by the research to have favourable outcomes.

The main objective of this research is to find out about the technological factors that impact users on social media for social networking. However, there are some scholarly articles that can describe deeply about the selected topic. Some journal articles and scholars are having significant details about the use of technologies in social media activities (Babbie, 2020). The research is conducted in Auckland city.

The primary aim of this research is to investigate the technological impacts and the factors which affect the users on social media for the social networking and the social media selected site are WeChat.

The important research question aimed at addressing the purpose of this research is:

What are the technology factors that impact users on social media for social networking sites like Facebook?

As explained in chapter 2, the hypotheses are;

H1. This research will show the impact of technological factors on the social networking of users on Facebook.

H2. This research will not portray the use of Artificial intelligence in social media activities.

As per the above hypothesis and quantitative approach, the following sub-section questions are generated:

R.Q.1 Which technological factors do affect the users on social media especially on Facebook for social networking?

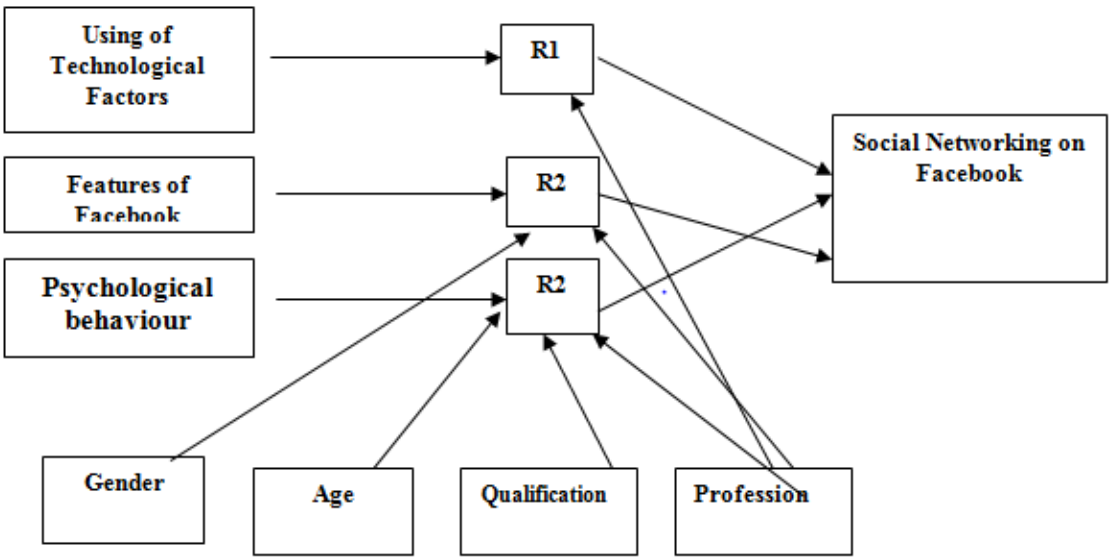
R.Q.1.1. What are the technology factors used in Facebook?

R.Q.1.2. How do these features on Facebook influence user's behaviour?

R.Q.1.3. What are the challenges created by Facebook features on user psychology?

3.3 Research Design

In this research, the involvement of 8 hypotheses and 8 research questions could be seen. On the other side, the theoretical framework for this research is modified SEQUAL.



Unidentified theory of Acceptance model

With the use of the modified SERVQUAL model above, the below figure can provide the idea and information about the connection between findings from LR, RQ's and main research questions (Yu, et. al., 2020).

The online survey is utilized by the researcher to collect the information and data for the research. There were 18 questions involved in the survey and after this, the connection between survey questions, research sub-questions, literature review, and hypothesis is followed by the following table.

Table 3.1 Connecting hypothesis and major research questions with the survey questions and literature review

Main research questions	**Literature Review**	**Hypothesis**	**Sub-research questions**	**Survey Questions**
	2.3	**H1**	**R1**	**S1, 2, 3, 4, 5**
	2.4	**H2**	**R2**	**S 1, 2, 6, 7**

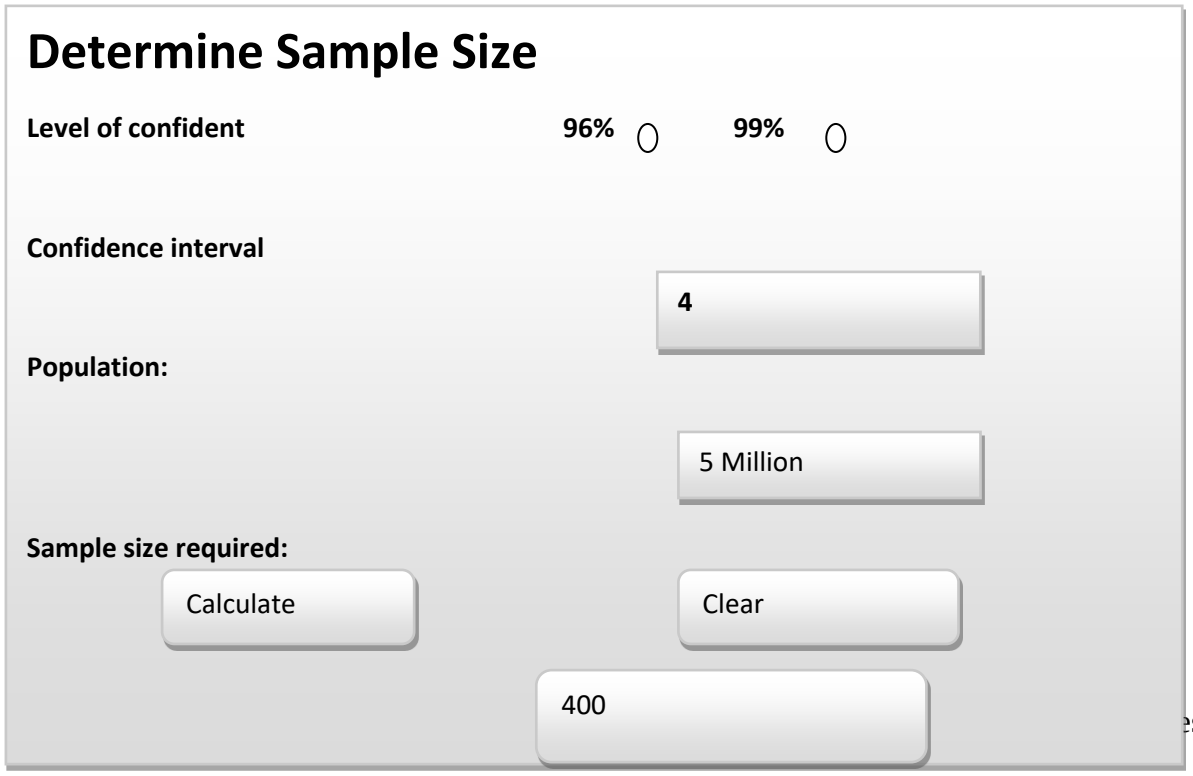
3.4Instrument

There is a limitation in time and funds so the researchers have selected the media and online survey tool, WeChat Survey as the selected data collection instrument. It is the most important social media and it is the most used digital tool in the survey process. In each month, over 1 billion people use this instrument for survey-related activities (Bhatti, et. al., 2020). On the other hand, over 45 million audio and video messages are sending each day. Facebook is open-end social media that has been utilized by the people of New Zealand. It is very common for the people of New Zealand to use the Facebook and taking the survey. The WeChat survey could become effective to have favorable data for the entire research process (Zyphur and Pierides, 2020). Enough samples can be involved while using these social media tools for increasing the effectiveness of survey questions.

3.5 Sample Method

It is necessary to have an effective sampling method for increasing the effectiveness of research. The overall population of New Zealand is 5 million and the reasonable participation of people are involved in the research process. The people of New Zealand who are having

smartphones and internet connections are included in the survey process. Also, the use of convenience sampling is done for creating beneficial results for the research process. The participants are having ideas about the technologies which can provide effective results in terms of using the social media sites like Facebook. It is the kind of non-probability method for the research process. The sampling unit for this research is people of Auckland who are using the latest technologies for social media channels. There are 400 participants who are involved in the sample size of the research. The people who are having age between 18-60 are involved in the sample size (Hubbard, 2020). There is the independent situation of using technologies during the use of social media activities. The size of the sample is 400as per surveysystem.com.



are done automatically. The survey has been ended by the researcher after receiving the response number which was 400.

3.6 Data collection method

It is necessary to include the proper data collection method for improving the effectiveness of the entire research. The social media online survey are utilized by the researcher to collect useful data and information. The statistical representation of the survey is becoming usable while using this technique. As the survey is conducted in Auckland, the researcher is

developing a questionnaire on the basis of Literature review in the English language which is common in New Zealand (Huang, et. al., 2020). The questionnaires are sent for ethical approval. After having the approval, a survey questionnaire is created on WeChat followed by the New Zealand version. The researcher is introducing the survey in front of 8 friends and they tested the process and gathered their advice. After this, the link of the questionnaire are sent to and spread with the support of friends, families, and ex-co-workers (Kartika, et. al., 2020). The tool which are utilized for this survey are the find-point Likert scale along with the scale score ranging. Please see the survey questionnaire in Appendix A.

The survey began on 5th April and ended on 10th April. After the end of the survey on 10th April, the data are checked by the researcher in the backend of the survey tool to having surety about the validity of data. After this process, the data is exported towards a hard disk with the help of SPSS format.

3.7PrimarydataDescription

A total of 400 participants are involved in the survey process and the responses are collected in the quantitative form (Cuervo-Cazurra, et. al., 2020). The following steps are followed by the researcher for the data analysis process.

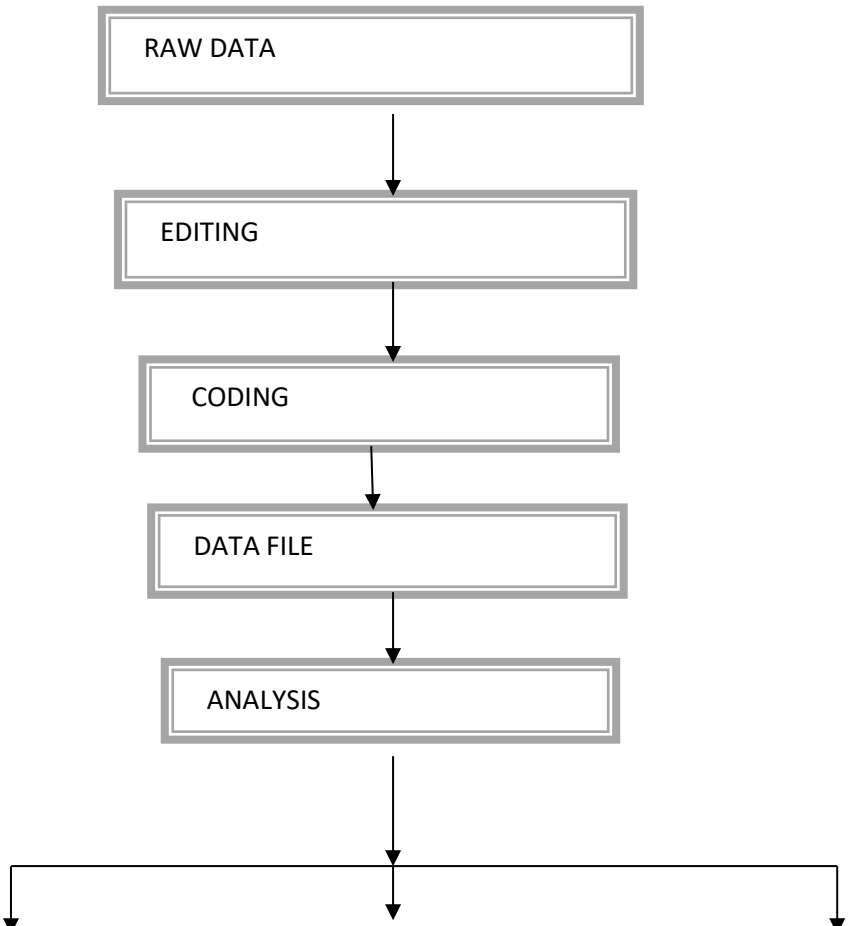


Figure 3.5 Summary of Analysis Method

3. 8 Data Analysis method

There are 400 participants in the survey in which 90% of people have provided response through the mobile and the others is using their computers.

3.8.1 Raw Data

The backend of the survey is supported putting the raw data into the computer via the survey tool within SPSS format. The involvements of 18 questions were developed and 400 responses are collected for the survey.

3.8.2 Editing

The unnecessary information are rescued by the support of the editing process. There are two columns that have been detected those which were providing answers about time and location.

3.8.3 Coding

It is the third step that is done for the research process and this has provided support to make the data software friendly. The SPSS data methods are utilized by the researcher to input the data. Within the view of Variables, the numerical codes are utilized by the researcher and it can provide support to present the analysis outcomes in a better way (Richards, 2020). The data processing process could be recognized through the following presentation:

Table 3.2 SQ1 Coding

Age	**Codes**
18-20 Years	1
21-25 Years	2
26-30 Years	3
31-40 years	4
41-60 Years	5

Table 3.3 SQ2 Coding

Gender	**Codes**
Female	1
Male	2
Others	3
Don’t	4

Table 3.4 SQ3-SQ19Coding

Answer	**Codes**
Very likely	1
Likely	2
Neutral	3
Unlikely	4
Very unlikely	5

The label column are also coded by the researcher and viewed in the SPSS software. A summary of small words is also provided after the end of survey questions (Campbell, et. al., 2020). Also, the numbers of convenience and figure and table are involved which were represented in chapter4.

Table 3.5 Survey question number and label

Survey question Number	
SQ1	Are you over 18 years old?
SQ2	What is your age group?
SQ3	What is your region of origin?
SQ4	What is your gender?
SQ5	Do you have a Facebook account?

SQ6	How many hours do you usually spend on Facebook?
SQ7	How often do you change your Facebook password?
SQ8	Do you accept a friend request from unknown people or not?
SQ9	How often do you upload your profile picture?
SQ10	Do you log out your profile on any device when you no longer use it?
SQ11	How often are you live on Facebook?
SQ12	How often do you like pages on Facebook?
SQ13	Do you manage your memories on Facebook?
SQ14	How often do you look for job advertisements on Facebook?
SQ15	How often do you use the gaming option on Facebook?
SQ16	How often do you find nearby friends on Facebook?
SQ17	Do you ever find out about your time on Facebook under the settings option?
SQ18	How often do you set your Facebook app language?
SQ19	What are the factors that influence you on Facebook?

Survey Question	Hypothesis	Research Question	Measurement Type
S1	H1	RQ1	Online Survey
S2	H1	RQ1	Online Survey
S3	H1	RQ1	Online Survey
S4	H2	RQ1	Online Survey
S5	H2	RQ2	Online Survey
S6	H2	RQ2	Online Survey
S7	H2	RQ2	Online Survey
S8	H2	RQ2	Online Survey
S9	H1	RQ2	Online Survey
S10	H1	RQ2	Online Survey
S11	H1	RQ2	Online Survey
S12	H1	RQ2	Online Survey
S14	H1	RQ2	Online Survey
S15	H1	RQ3	Online Survey

S16	H2	RQ3	Online Survey
S17	H2	RQ3	Online Survey
S18	H2	RQ3	Online Survey
S19	H2	RQ3	Online Survey

3.8.4Cronbach'sAlpha

It is one of the popular methods for measuring the reliability of research questions. The overall value of alpha is theoretically ranging from 0 to 1. For the research described above, the value of 0.80 are involved at the time when items have high internal consistency.

3.8.5Descriptiveanalysis

It is the fourth level of the data analysis process. The data are collected in tabulation structure which helped to provide answers effectively. Each response is acquired by the data analysis process. On the other hand, the bar charts are used for the analysis of the collected data and information (Pallant, 2020). The outcomes of the descriptive analysis are represented in chapter 4. With the support of descriptive analysis, the idea about the characteristic of interest of the sample are represented.

3.8.6UnivariateAnalysis; ChiSquare

For knowing the independence to categorical variables the Chi-square test could be represented. The researcher is to utilize this test for univariate analysis. Within this survey, the entire questions are used the ordinal test. Among them, the SQ1 age and SQ2 gender are modering variables (Naumov, et. al., 2020). On the other hand from SQ3 to SQ18 are the dependable variables. The chi-square technique is used for knowing the relationship between them. The SPSS format is improved the research data and a relationship was founded between survey questions and moderating variables (Zou, et. al., 2020). The hypothesis for each question was established by the SPSS format.

Table 3.6 Age main survey questions Chi-Square test hypothesis

Main survey questions	**Hypothesis**
SQ3	What is your region of origin?
SQ4	What is your gender?

SQ5	Do you have a Facebook account?
SQ6	How many hours do you usually spent on Facebook?
SQ7	How often do you change your Facebook password?
SQ8	Do you accept a friend request from unknown people or not?
SQ9	How often do you upload your profile picture?
SQ10	Do you log out your profile on any device when you no longer use it?
SQ11	How often are you live on Facebook?
SQ12	How often do you like pages on Facebook?
SQ13	Do you manage your memories on Facebook?
SQ14	How often do you look for job advertisements on Facebook?
SQ15	How often do you use the gaming option on Facebook?
SQ16	How often do you find nearby friends on Facebook?
SQ17	Do you ever find out about your time on Facebook under the settings option?
SQ18	How often do you set your Facebook app language?
SQ19	What are the factors that influence you on Facebook?

Table 3.7 Gender main survey questions Chi-Square test hypothesis

Main survey questions	Hypothesis
SQ3	H1: There is no relationship between Gender and SQ3 H2: There is a relationship between Gender and SQ3
SQ4	H1: There is no relationship between Gender and SQ4 H2: There is a relationship between Gender and SQ4
SQ5	H1: There is no relationship between Gender and SQ5 H2: There is a relationship between Gender and SQ5
SQ6	H1: There is no relationship between Gender and SQ6 H2: There is a relationship between Gender and SQ6
SQ7	H1: There is no relationship between Gender and SQ7 H2: There is a relationship between Gender and SQ7
SQ8	H1: There is no relationship between Gender and SQ8 H2: There is a relationship between Gender and SQ8
SQ9	H1: There is no relationship between Gender and SQ9 H2: There is a relationship between Gender and SQ9
SQ10	H1: There is no relationship between Gender and SQ10 H2: There is a relationship between Gender and SQ10
SQ11	H1: There is no relationship between Gender and SQ11 H2: There is a relationship between Gender and SQ11
SQ12	H1: There is no relationship between Gender and SQ12 H2: There is a relationship between Gender and SQ12
SQ13	H1: There is no relationship between Gender and SQ13 H2: There is a relationship between Gender and SQ13

SQ14	H1: There is no relationship between Gender and SQ14 H2: There is a relationship between Gender and SQ14
SQ15	H1: There is no relationship between Gender and SQ15 H2: There is a relationship between Gender and SQ15
SQ16	H1: There is no relationship between Gender and SQ16 H2: There is a relationship between Gender and SQ16
SQ17	H1: There is no relationship between Gender and SQ17 H2: There is a relationship between Gender and SQ17
SQ18	H1: There is no relationship between Gender and SQ18 H2: There is a relationship between Gender and SQ18
SQ19	H1: There is no relationship between Gender and SQ19 H2: There is a relationship between Gender and SQ19

In the end, the statistical outcomes are presented by showing and comparing P-value against the previously determined significance level which was 96% confidential level (Courtney and Gordon, 2013). The SPSS are used by the researcher to present the Chi-Square test and involved the outcomes from the APP to the computer in the format of the world.

3.8.7BivariateAnalysis: ANOVA

The two-way ANOVA are used by researchers to know about the interaction between two or more groups. The group are developed along with two moderating variables, age, and gender.

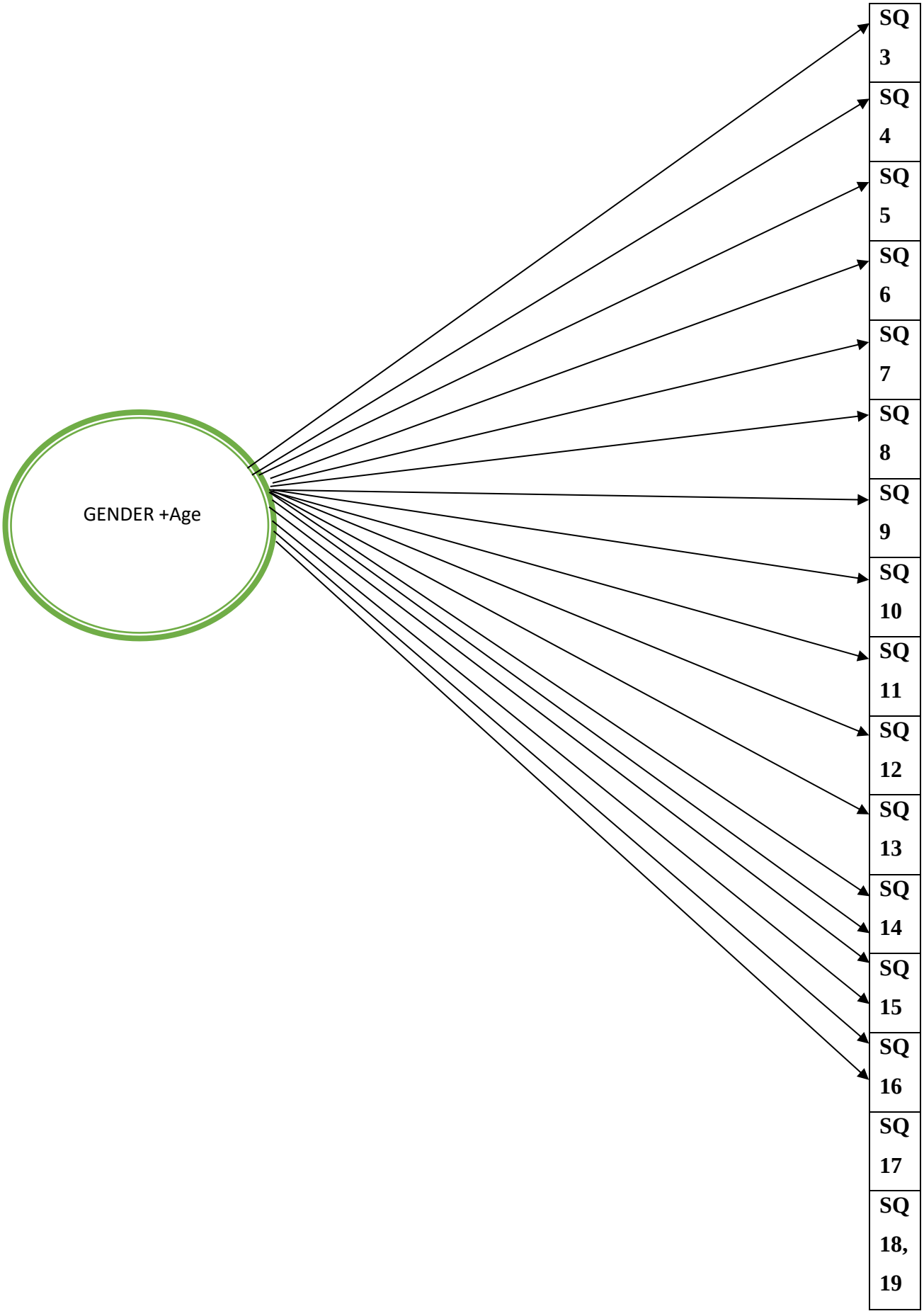

GENDER +Age
SQ 3
SQ 4
SQ 5
SQ 6
SQ 7
SQ 8
SQ 9
SQ 10
SQ 11
SQ 12
SQ 13
SQ 14
SQ 15
SQ 16
SQ 17
SQ 18, 19

Figure 3.8 ANOVA test age gender for main survey questions

Table 3.9 Hypothesis list for ANOVA test

3.9 Limitations of Methodology

There are some of the limitations which were related to the selected research methodology.

The sampling method is having a limitation and convenience sampling is utilized for the research process (Gabrow, 2021). The statistical distribution is not followed appropriately and it is becoming the cause of inaccurate results.

Chi-Square are the effective test that are established for this research process. There are two types of limitations related to this process. The method is very much strict towards the sample size and if there is a large sample size then a trivial connection could be presented (Goula, et. al., 2021). The other limit is that the results could be represented on two categorical variables. More detailed analysis must be presented while using the method.

In the end, the ANOVA test is performed and it is also having some limitations. The method does not access the capability of a specific independent variable for pretending the dependent variable (Stević, et. al., 2021).

3.10 Ethical consideration

The appropriate ethics are used in the research methodologies. The research is having appropriate use of a timeline. Also, the effective use of a timeline is done for managing the effective efficiency in the whole assignment (Enkhbayar, et. al., 2020). Also, there is not any conflict of interest in the research study.

3.11 Conclusion

In this section, the methodologies of this research are represented. Also, the explanation about the collection of primary and secondary data is managed in the research process. The quantitative approach is selected for this research process. The researcher is also using the SERVQAL model for representing the hypothesis and questions with each other. Within this

research process, 400 participants have finished the online survey. On the other hand, descriptive, Univariate, and Bivariate analysis approaches is used for the data analysis in SPSS software. Some limitations are also connected with the research and the situation like the leak of founding; convenience sampling and time framework are included in it. However, each test method is having its own limitation in nature. The outcomes of survey data analysis are tested the hypothesis presented in chapter 4.

4.0 Results

4.1 Introduction

In this part of the report the results of the descriptive analysis, Chi-square test, and ANOVA test in this part. After the above-mentioned editing, purifying, and coding processes, the raw data is often using in SPSS. In addition, the researcher using bar charts to understand the descriptive discussion of the findings, from which one may determine the influence of technical elements on users' social networking on Facebook. The Chi-square test, which is a Univariate analysis developed from SPSS utilizing tabular representations, is discussed in the following section. Each table used SPSS to try to establish a link between two category variables and test the hypothesis that was created at the start of the test. The findings are also accompanied by an interpretation (Miropolsky, et. al., 2020). The findings of the ANOVA, Bivariate research that employs tabular charts, are described in the following section. This section also includes a visual representation of the outcome. The conclusion section explains the outcomes of descriptive, univariate, and bivariate statistical tests performed with SPSS software, as well as a comprehensive analysis of the data.

4.2 Data Analyses

4.2.1 Cronbach's alpha

Table 4.1 Respondents for Cronbach's Alpha

Case Processing Summary			
		N	%
Cases	Valid	352	88.7
	Excluded	45	11.3
	Total	397	100.0
a. List wise deletion based on all variables in the procedure.			

Reliability Statistics

Cronbach's Alpha	N of Items
.976	18

Table 4.2 Cronbach's alpha

Following the above table, this can be interpreted that the value of Cronbach's Alpha for all 18 questions is 0.976. This value is higher than 0.70, hence it can be stated that variables have strong inner consistency.

4.2.2 Descriptive analyses

Question 1

Table 4.3

Statistics

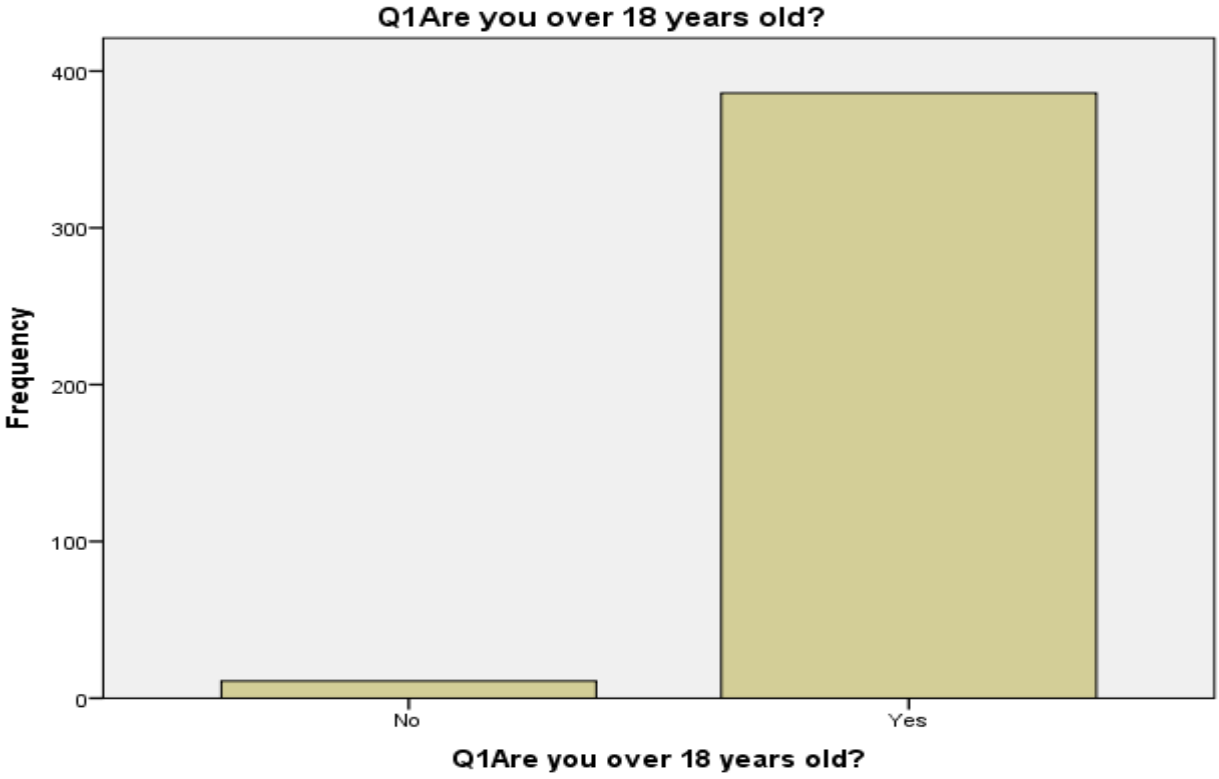
Q1Are you over 18 years old?

N	Valid	397
	Missing	0

Table 4.4

Q1Are you over 18 years old?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	11	2.8	2.8	2.8
	Yes	386	97.2	97.2	100.0
	Total	397	100.0	100.0	



Following the above-presented chart, this can find out that the majority of respondents are above the age of 18. On the other hand, there is a fewer number of respondents whose age is less than 18 years.

Question2

Table 4.5

Statistics

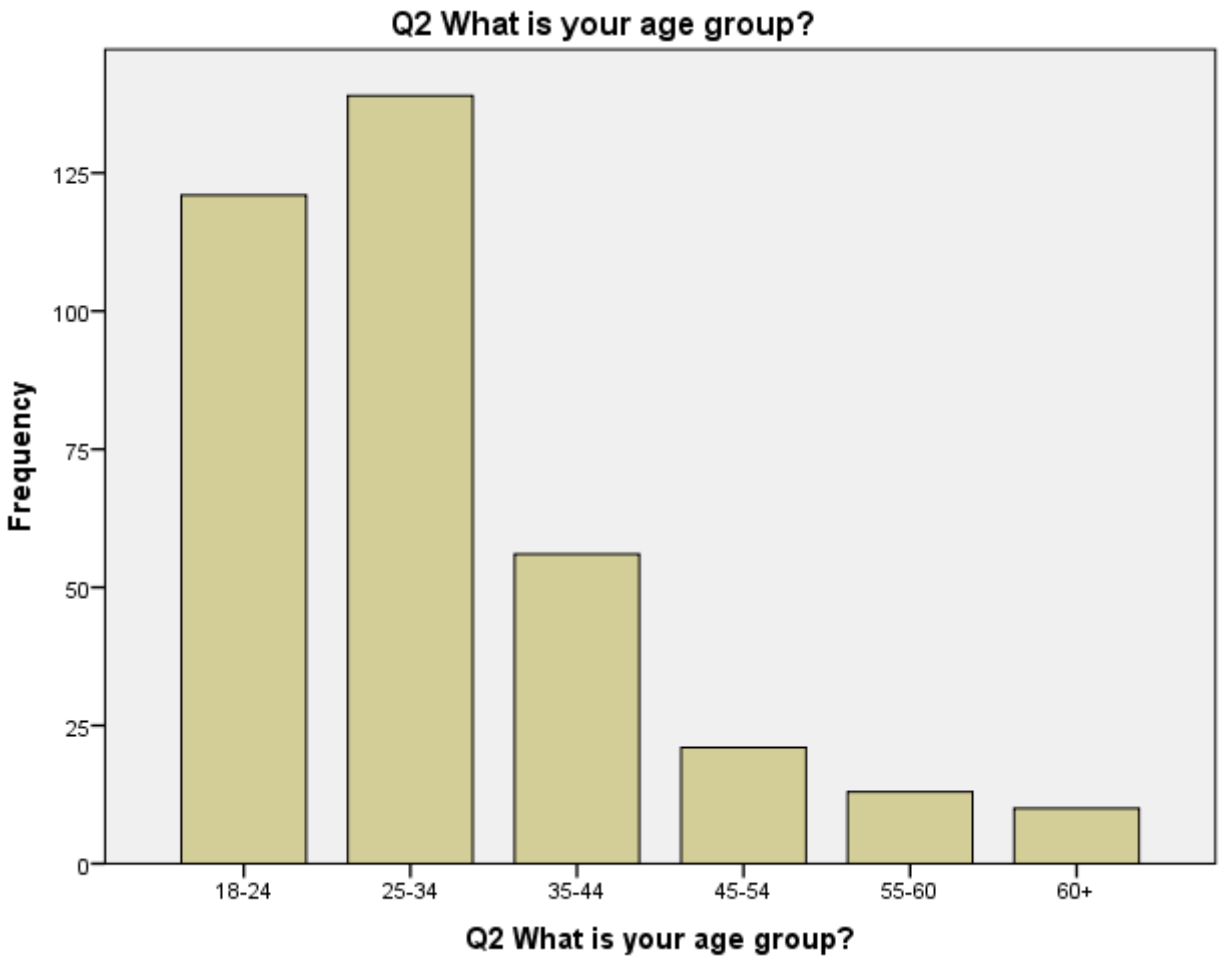
Q2 What is your age group?

N	Valid	360
	Missing	37

Table 4.6

Q2 What is your age group?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	121	30.5	33.6	33.6
	25-34	139	35.0	38.6	72.2
	35-44	56	14.1	15.6	87.8
	45-54	21	5.3	5.8	93.6
	55-60	13	3.3	3.6	97.2
	60+	10	2.5	2.8	100.0
	Total	360	90.7	100.0	
Missing	System	37	9.3		
Total		397	100.0		



As per the above graph, this can be found out that the majority of respondents are in the age group of 25 to 34 years. On the other side, the second-largest respondents are in the age group of 18 to 24 years. This shows that majority of participants are young in this survey. In addition to this, there are some other respondents also whose age is 55-60 and 60+ but their population is less compared to other age group's respondents.

Question 3

Table 4.7

Statistics

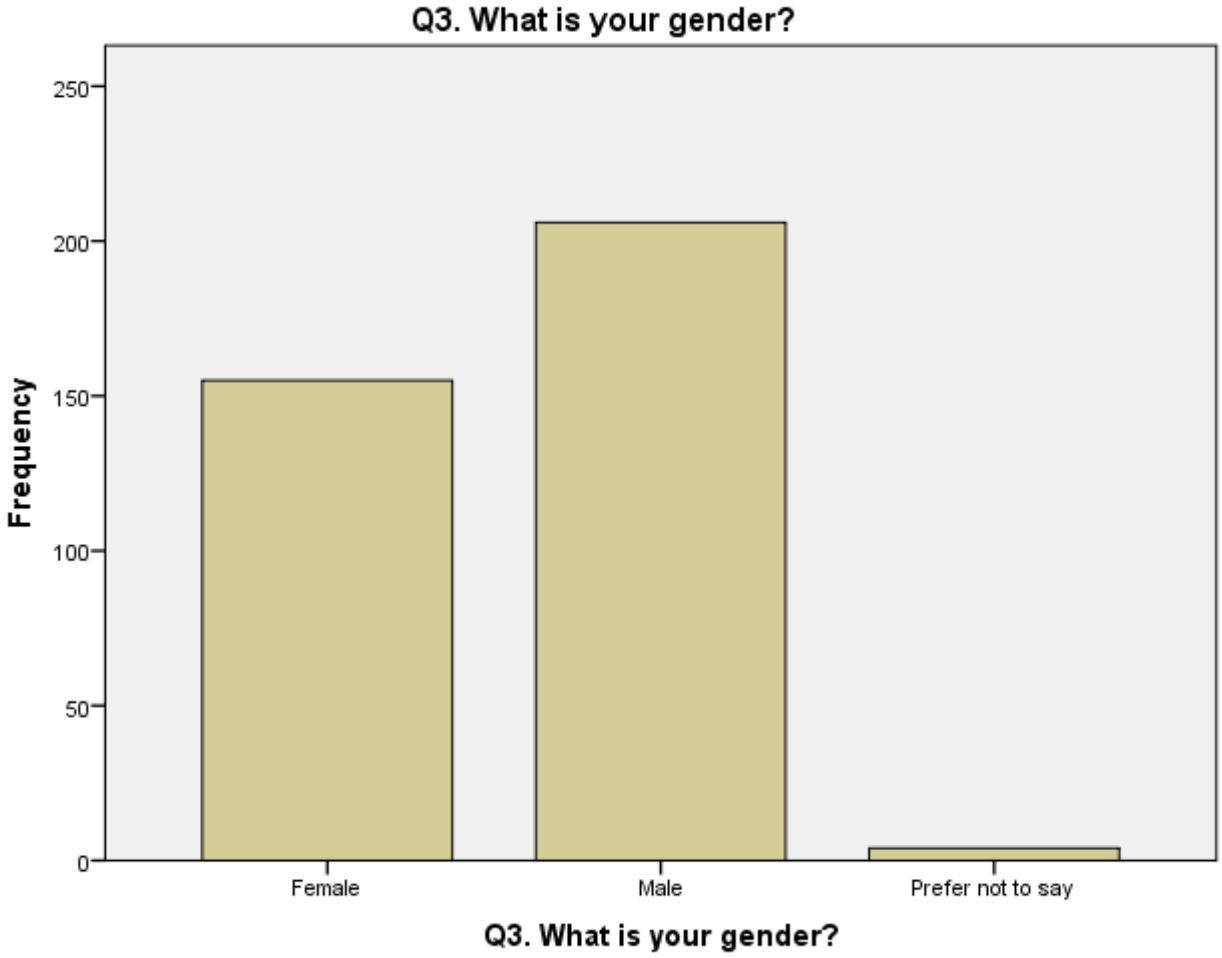
Q3. What is your gender?

N	Valid	365
	Missing	32

Table 4.8

Q3. What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	155	39.0	42.5	42.5
	Male	206	51.9	56.4	98.9
	Prefer not to say	4	1.0	1.1	100.0
	Total	365	91.9	100.0	
Missing	System	32	8.1		
Total		397	100.0		



As per the above-created chart, this can be interpreted that the majority of respondents (206) are male out of 365 respondents while 155 respondents are female. On the other hand, there are only 4 participants who didn't answer this question and their opinion was considered as prefer not to say.

Question 4

Table 4.9

Statistics

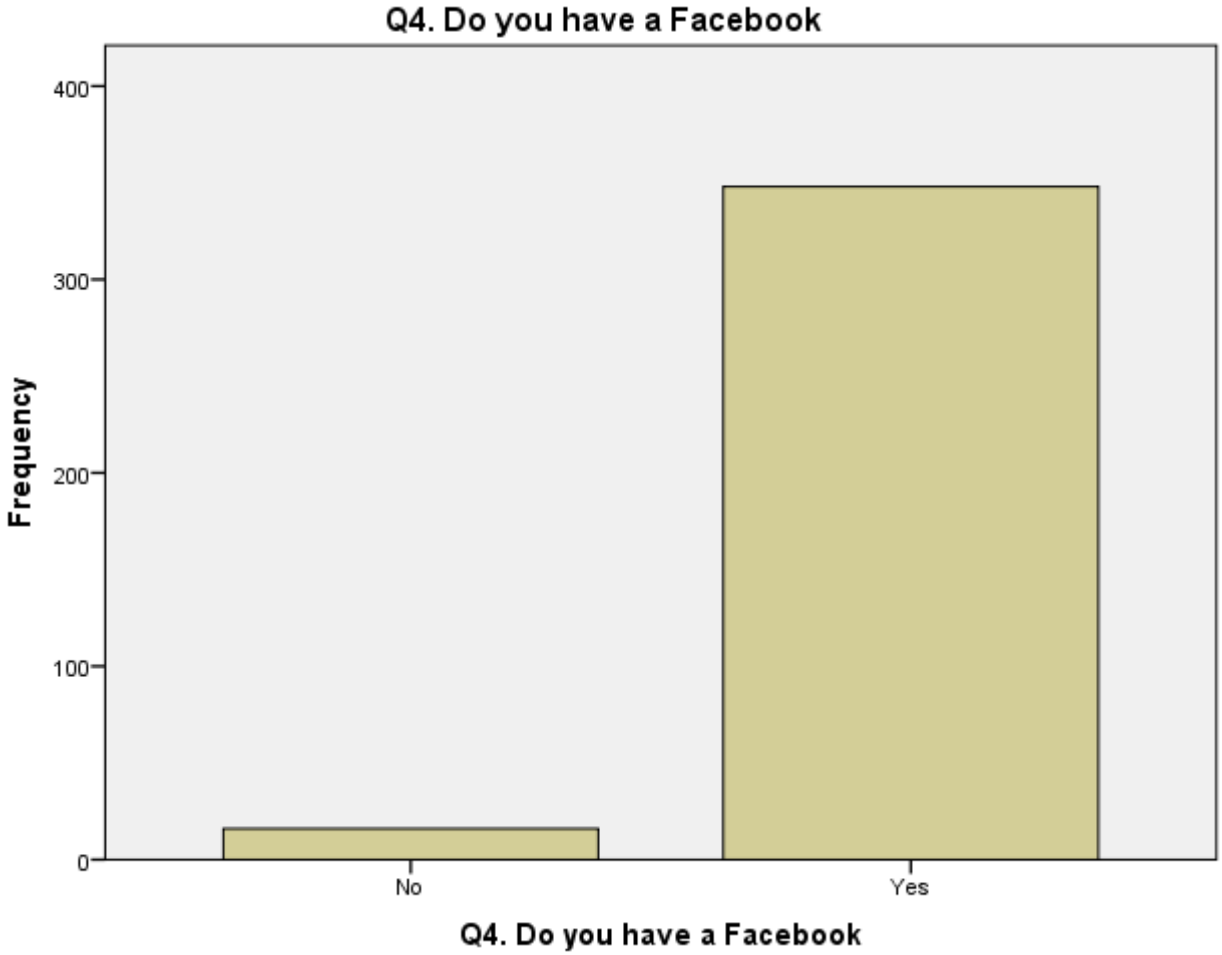
Q4. Do you have a Face book

N	Valid	364
	Missing	33

Table 4.10

Q4. Do you have a Face book

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	16	4.0	4.4	4.4
	Yes	348	87.7	95.6	100.0
	Total	364	91.7	100.0	
Missing	System	33	8.3		
Total		397	100.0		



Following the above table, this can be stated that around 348 people have their Facebook account while only 16 people don't have an account on Facebook. This shows that the majority of people have a Facebook account.

Question 5

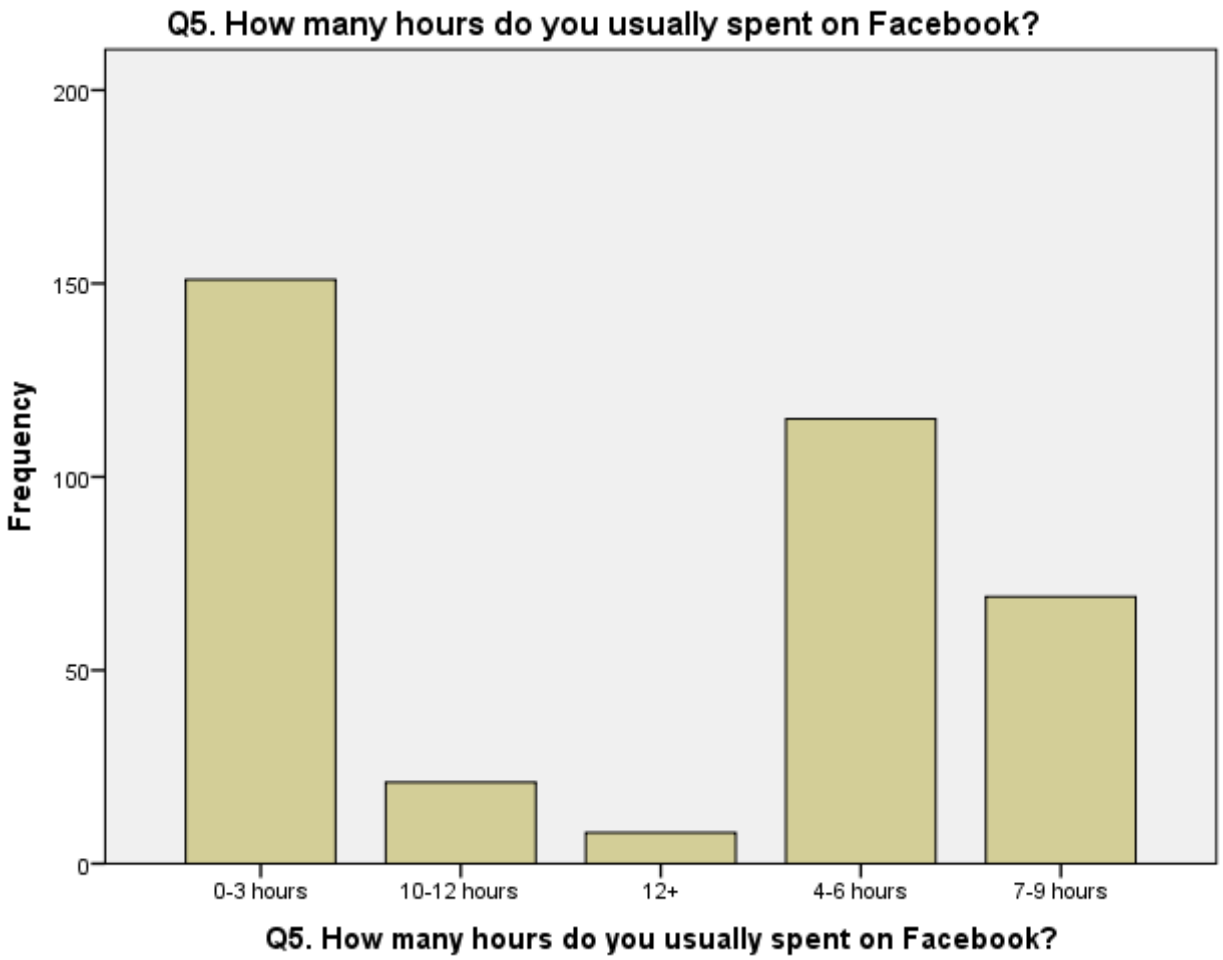
Statistics

Q5. How many hours do you usually spent on Face book?

N	Valid	364
	Missing	33

Q5. How many hours do you usually spent on Face book?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-3 hours	151	38.0	41.5	41.5
	10-12 hours	21	5.3	5.8	47.3
	12+	8	2.0	2.2	49.5
	4-6 hours	115	29.0	31.6	81.0
	7-9 hours	69	17.4	19.0	100.0
	Total	364	91.7	100.0	
Missing	System	33	8.3		
Total		397	100.0		



As per the above analysis, this can be stated that the majority of people around 41.5 % people spend 0 to 3 hours on Facebook. On the other hand, 31.6% of people spend 4 to 6 hours on Facebook. Around 19% of people spend 4 to 6 hours on Facebook. Though there are some respondents also who spend more than 12 hours in a day and these respondents are around 2.2%.

Question 6

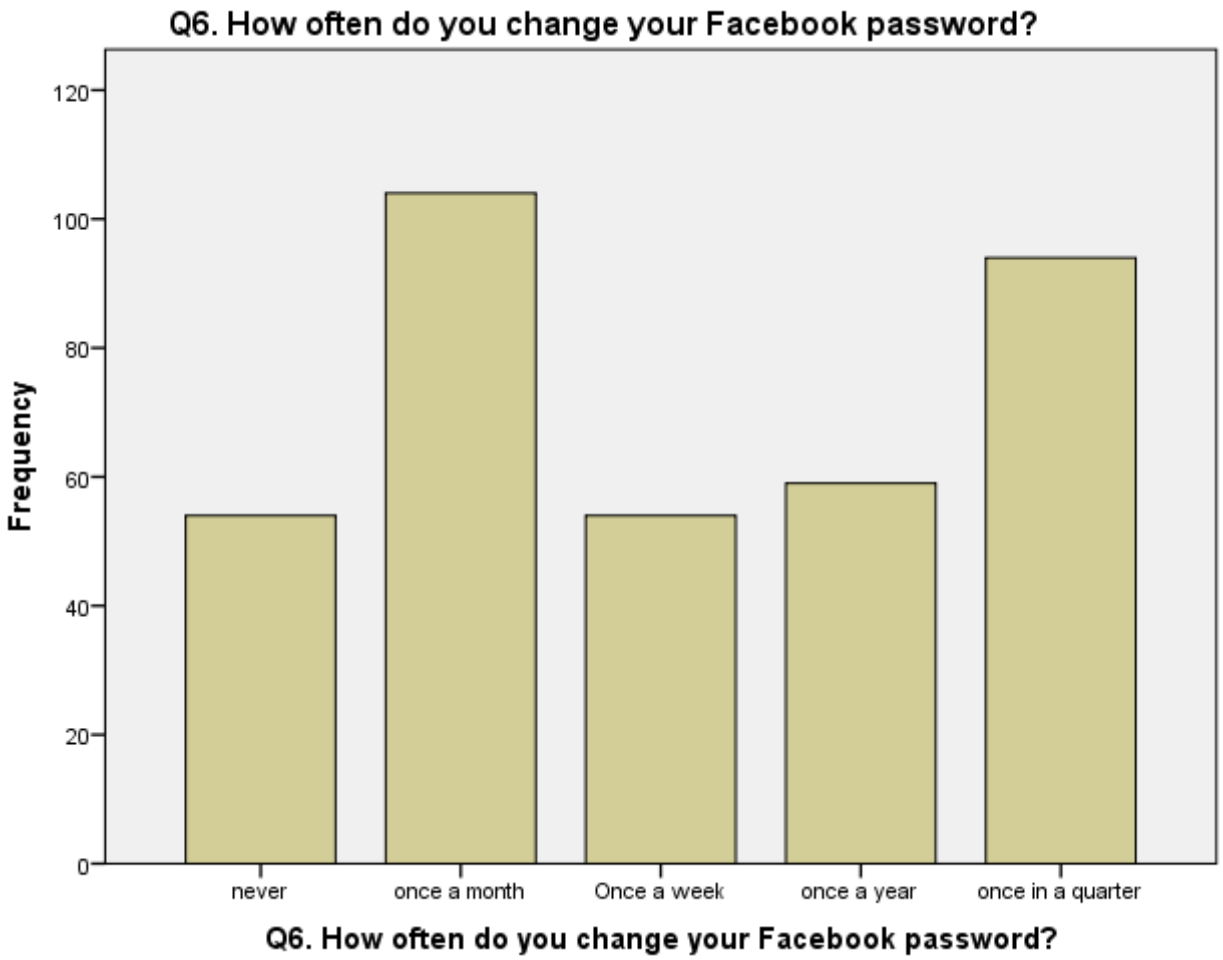
Statistics

Q6. How often do you change your Face book password?

N	Valid	365
	Missing	32

Q6. How often do you change your Face book password?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	54	13.6	14.8	14.8
	once a month	104	26.2	28.5	43.3
	Once a week	54	13.6	14.8	58.1
	once a year	59	14.9	16.2	74.2
	once in a quarter	94	23.7	25.8	100.0
	Total	365	91.9	100.0	
Missing	System	32	8.1		
Total		397	100.0		



As per the above table, this can be stated that around 28.5% of people change their Facebook password once a month. On the other hand, 25.8% of people change their Facebook passwords once in a quarter. In addition to this, there are some other people also who never change their Facebook password and their criteria are around 14%.

Question 7

Statistics

Q7. Do you accept friend request from unknown people?

N	Valid	361
	Missing	36

Q7. Do you accept friend request from unknown people?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	181	45.6	50.1	50.1
	yes	180	45.3	49.9	100.0
	Total	361	90.9	100.0	
Missing	System	36	9.1		
Total		397	100.0		

This chart shows that there are around 50.1% of people do not accept a friend request from unknown people and 49.9% accept a friend request from unknown people.

Question 8

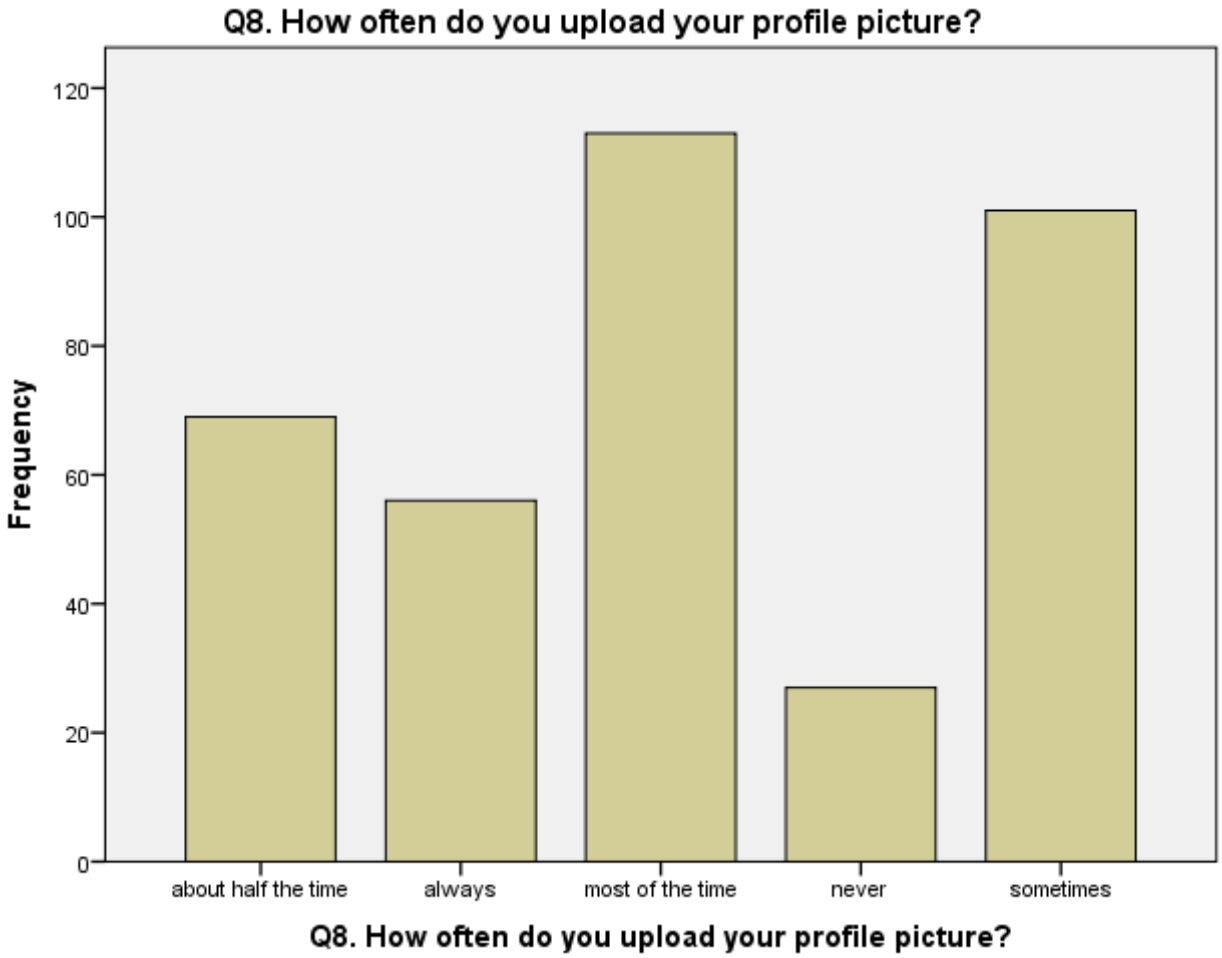
Statistics

Q8. How often do you upload your profile picture?

N	Valid	366
	Missing	31

Q8. How often do you upload your profile picture?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	about half the time	69	17.4	18.9	18.9
	always	56	14.1	15.3	34.2
	most of the time	113	28.5	30.9	65.0
	never	27	6.8	7.4	72.4
	sometimes	101	25.4	27.6	100.0
	Total	366	92.2	100.0	
Missing	System	31	7.8		
Total		397	100.0		



As per the above table and chart, this can be stated that 30.9 % people upload their profile picture most of the time. On the other hand, 27.6% of people upload their profile pictures sometimes. In addition to this, there are only 7.9% of people never upload their profile pictures on Facebook. Hence this can be interpreted that the majority of respondents upload profile pictures most of the time.

Question 9

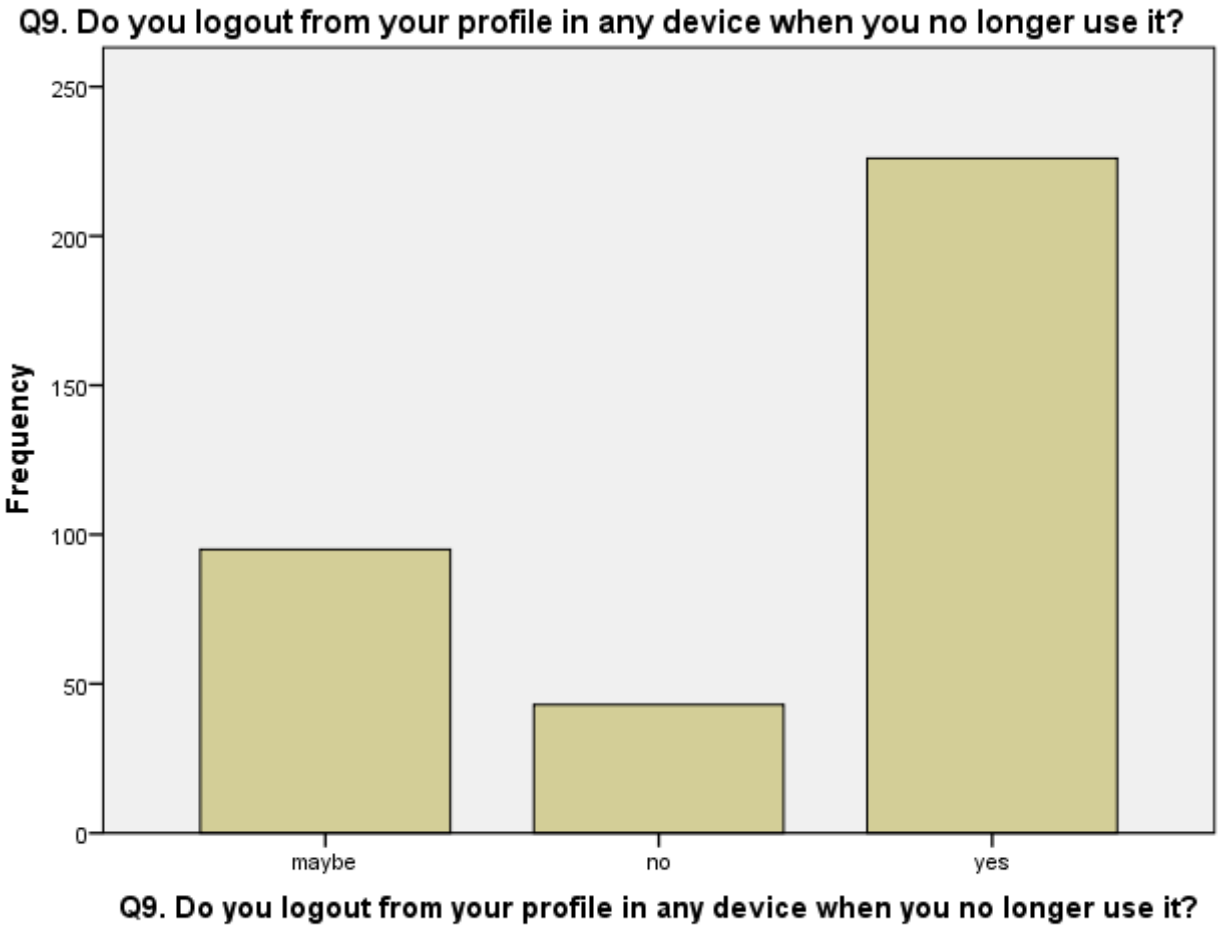
Statistics

Q9. Do you logout from your profile in any device when you no longer use it?

N	Valid	364
	Missing	33

Q9. Do you logout from your profile in any device when you no longer use it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	maybe	95	23.9	26.1	26.1
	no	43	10.8	11.8	37.9
	yes	226	56.9	62.1	100.0
	Total	364	91.7	100.0	
Missing	System	33	8.3		
Total		397	100.0		



As per the above table, this can be stated that around 62.8% of people log out from any device when they don't use it for a longer period. On the other side, 26.1% of people are not sure whether they log out or not from another device. In addition to this, 11.8% of people do not log out from any other device when they are not using it for long period.

Question 10

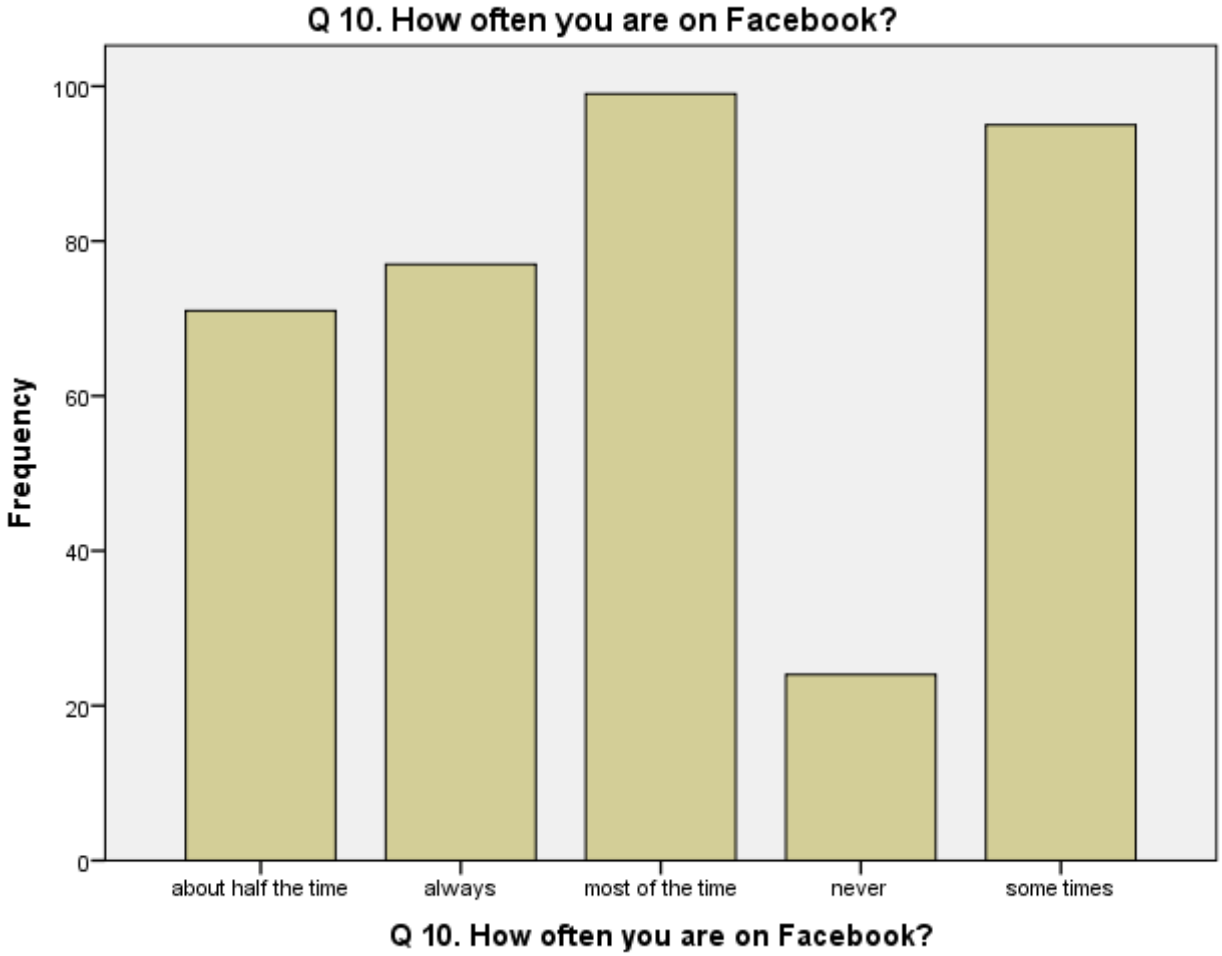
Statistics

Q 10. How often you are on Face book?

N	Valid	366
	Missing	31

Q 10. How often you are on Face book?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	about half the time	71	17.9	19.4	19.4
	always	77	19.4	21.0	40.4
	most of the time	99	24.9	27.0	67.5
	never	24	6.0	6.6	74.0
	some times	95	23.9	26.0	100.0
	Total	366	92.2	100.0	
Missing	System	31	7.8		
Total		397	100.0		



Following the above table and chart, this can be stated that 27% of people often use Facebook most of the time. On the other hand, 26% of people sometimes people use Facebook. Around 21% of people always use Facebook. In addition to this, 6.6% of people never use Facebook. As well as 19.4% of respondents use Facebook half of the time.

Question 11

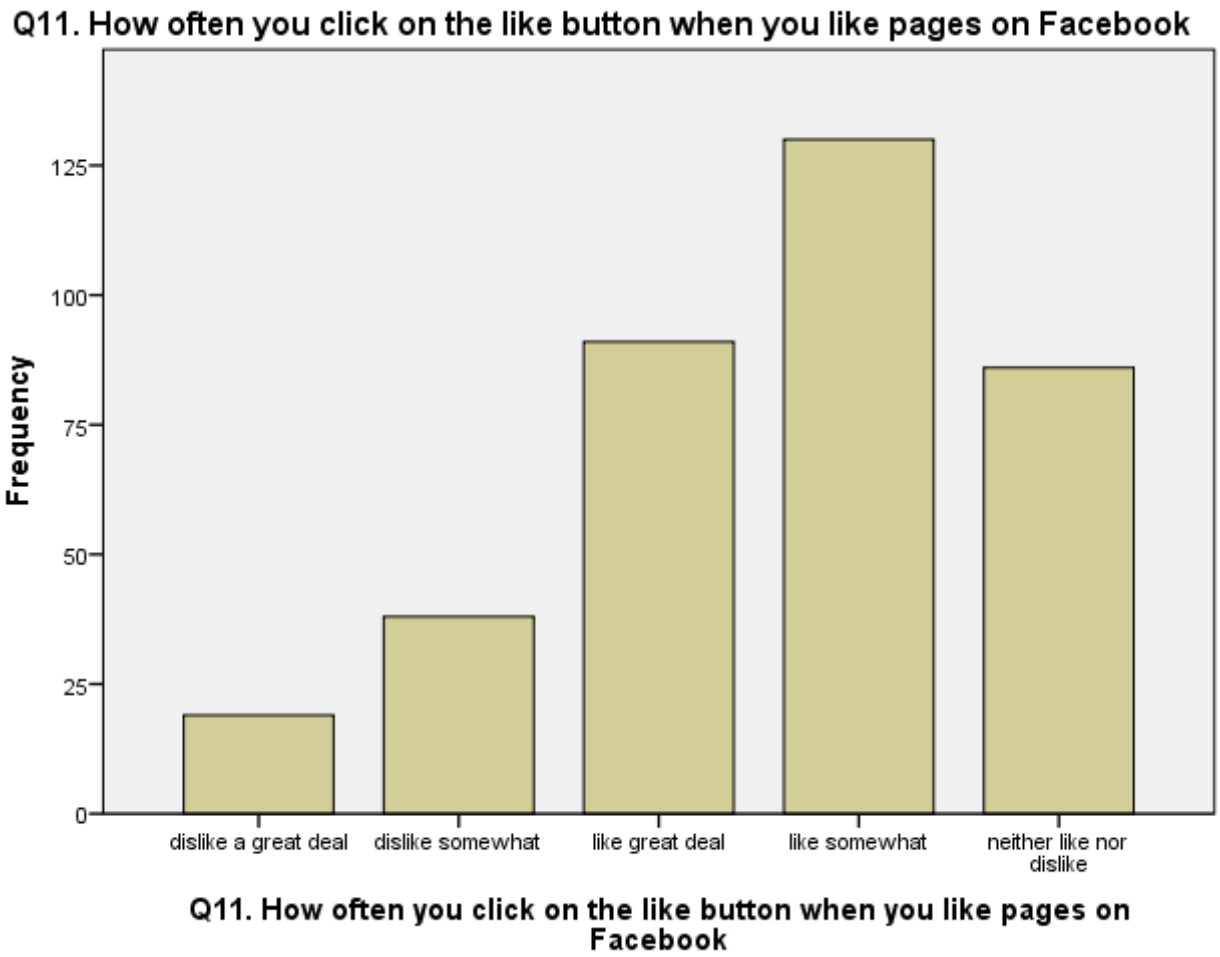
Statistics

Q11. How often you click on the like button when you like pages on Face book

N	Valid	364
	Missing	33

Q11. How often you click on the like button when you like pages on Face book

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	dislike a great deal	19	4.8	5.2	5.2
	dislike somewhat	38	9.6	10.4	15.7
	like great deal	91	22.9	25.0	40.7
	like somewhat	130	32.7	35.7	76.4
	neither like nor dislike	86	21.7	23.6	100.0
	Total	364	91.7	100.0	
Missing	System	33	8.3		
Total		397	100.0		



As per the above table, this can be stated that 35.7% of people like somewhat on Facebook while 25% of people like it a great deal. In addition to this, 5.2% of people dislike a great deal on Facebook. There are 23.6% of people who are constant as they don't like or dislike any aspect on Facebook.

Question 12

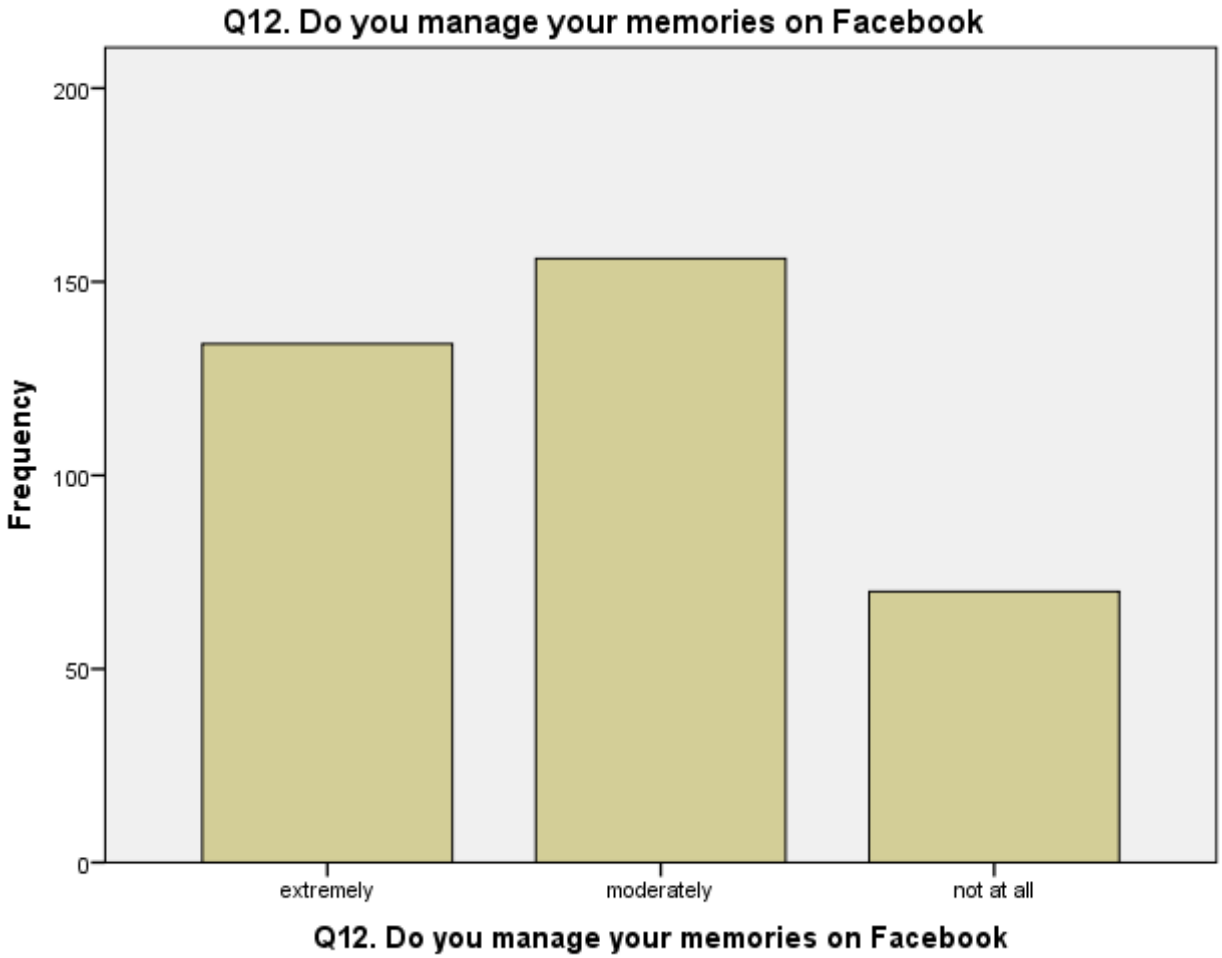
Statistics

Q12. Do you manage your memories on Face book

N	Valid	360
	Missing	37

Q12. Do you manage your memories on Face book

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely	134	33.8	37.2	37.2
	moderately	156	39.3	43.3	80.6
	not at all	70	17.6	19.4	100.0
	Total	360	90.7	100.0	
Missing	System	37	9.3		
Total		397	100.0		



In terms of managing the memory on Facebook, this can be found out that 43.4% of people moderately manage their memories. On the other hand, 37.2% of people extremely manage their memories on Facebook. Around 19.4% of people don't manage their memories on Facebook.

Question 13

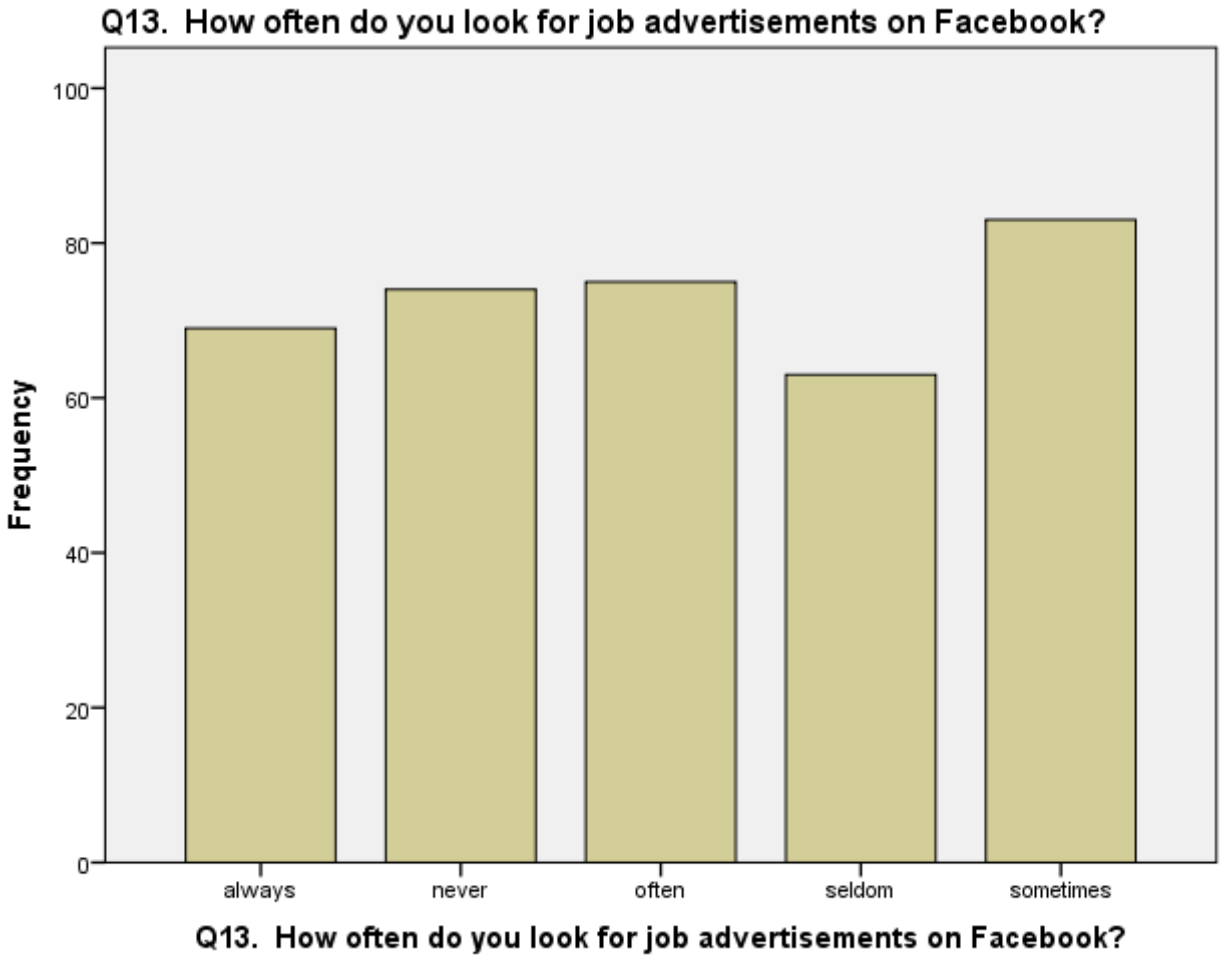
Statistics

Q13. How often do you look for job advertisements on Face book?

N	Valid	364
	Missing	33

Q13. How often do you look for job advertisements on Face book?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	always	69	17.4	19.0	19.0
	never	74	18.6	20.3	39.3
	often	75	18.9	20.6	59.9
	seldom	63	15.9	17.3	77.2
	sometimes	83	20.9	22.8	100.0
	Total	364	91.7	100.0	
Missing	System	33	8.3		
Total		397	100.0		



Following the above table and chart, this can be measured that there is a mixed perception of different respondents. 22.8% of people sometimes look for job advertisements on Facebook. On the other hand, 19% of respondents always look for job advertisements. In addition to this 20.3% of people never look for job advertisements on Facebook.

Question 14

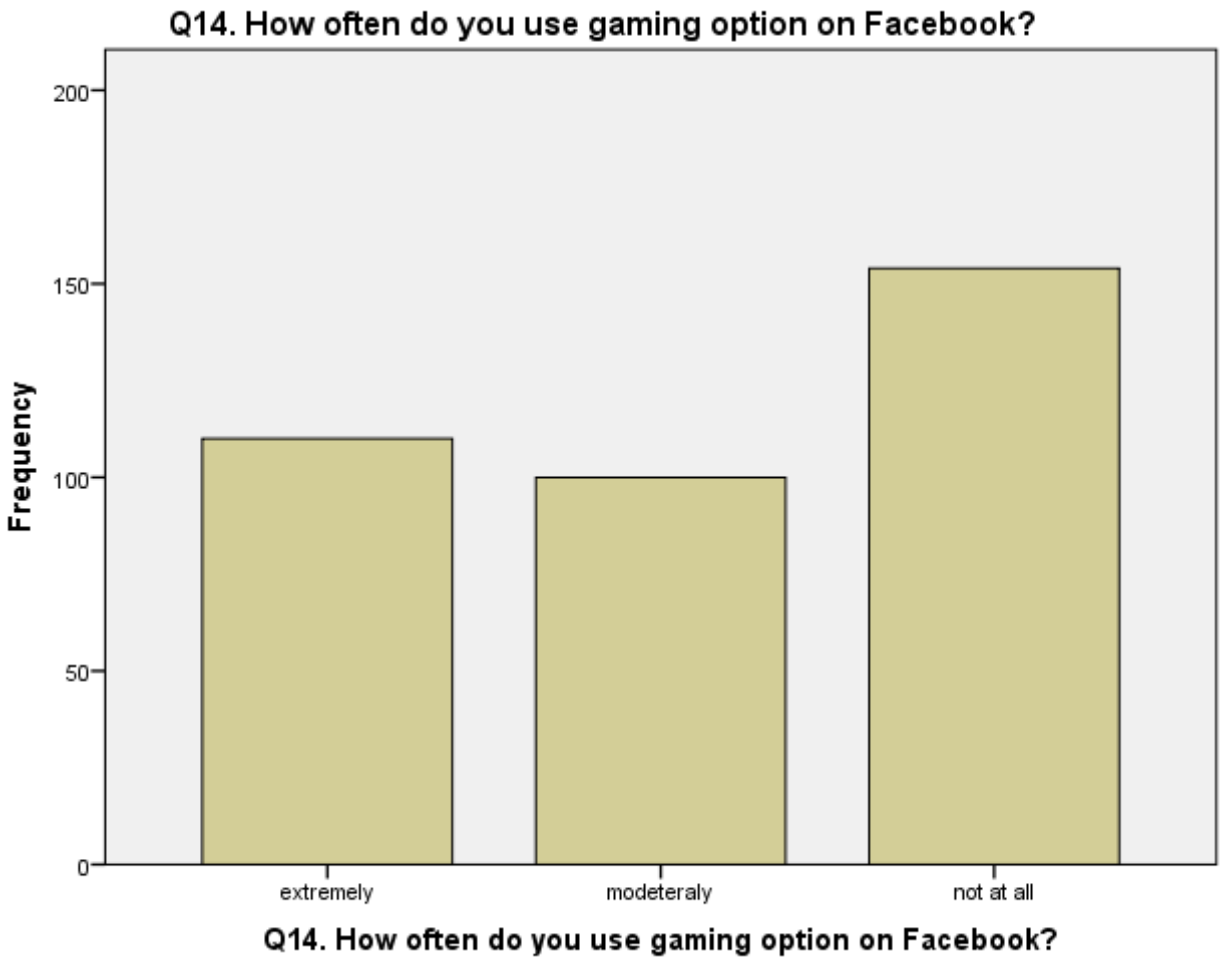
Statistics

Q14. How often do you use gaming option on Face book?

N	Valid	364
	Missing	33

Q14. How often do you use gaming option on Face book?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely	110	27.7	30.2	30.2
	moderately	100	25.2	27.5	57.7
	not at all	154	38.8	42.3	100.0
	Total	364	91.7	100.0	
Missing	System	33	8.3		
Total		397	100.0		



As per the above chart, this can be stated that 42.3% do not use the gaming option on Facebook. On the other side, 30.2% of people extremely use the gaming option on Facebook. Apart from this, 27.5% of people moderately use the gaming option on Facebook.

Question 15

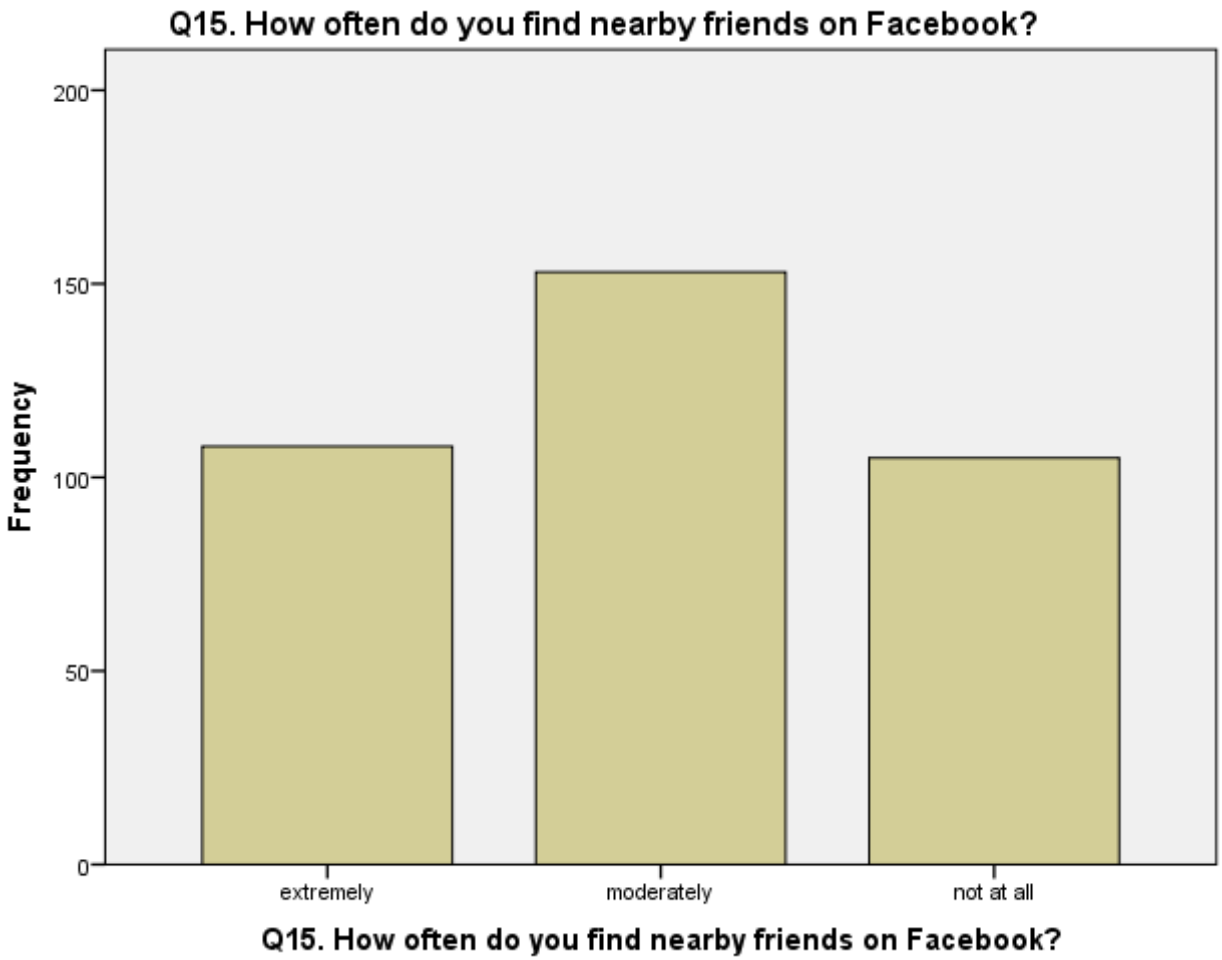
Statistics

Q15. How often do you find nearby friends on Face book?

N	Valid	366
	Missing	31

Q15. How often do you find nearby friends on Face book?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely	108	27.2	29.5	29.5
	moderately	153	38.5	41.8	71.3
	not at all	105	26.4	28.7	100.0
	Total	366	92.2	100.0	
Missing	System	31	7.8		
Total		397	100.0		



Following the above chart, this can be stated that 41.8% of people moderately find nearby friends on Facebook. As well as to this, 29.5% of people extremely find nearby friends on Facebook. 28.7% of people do not find any nearby friends on Facebook.

Question 16

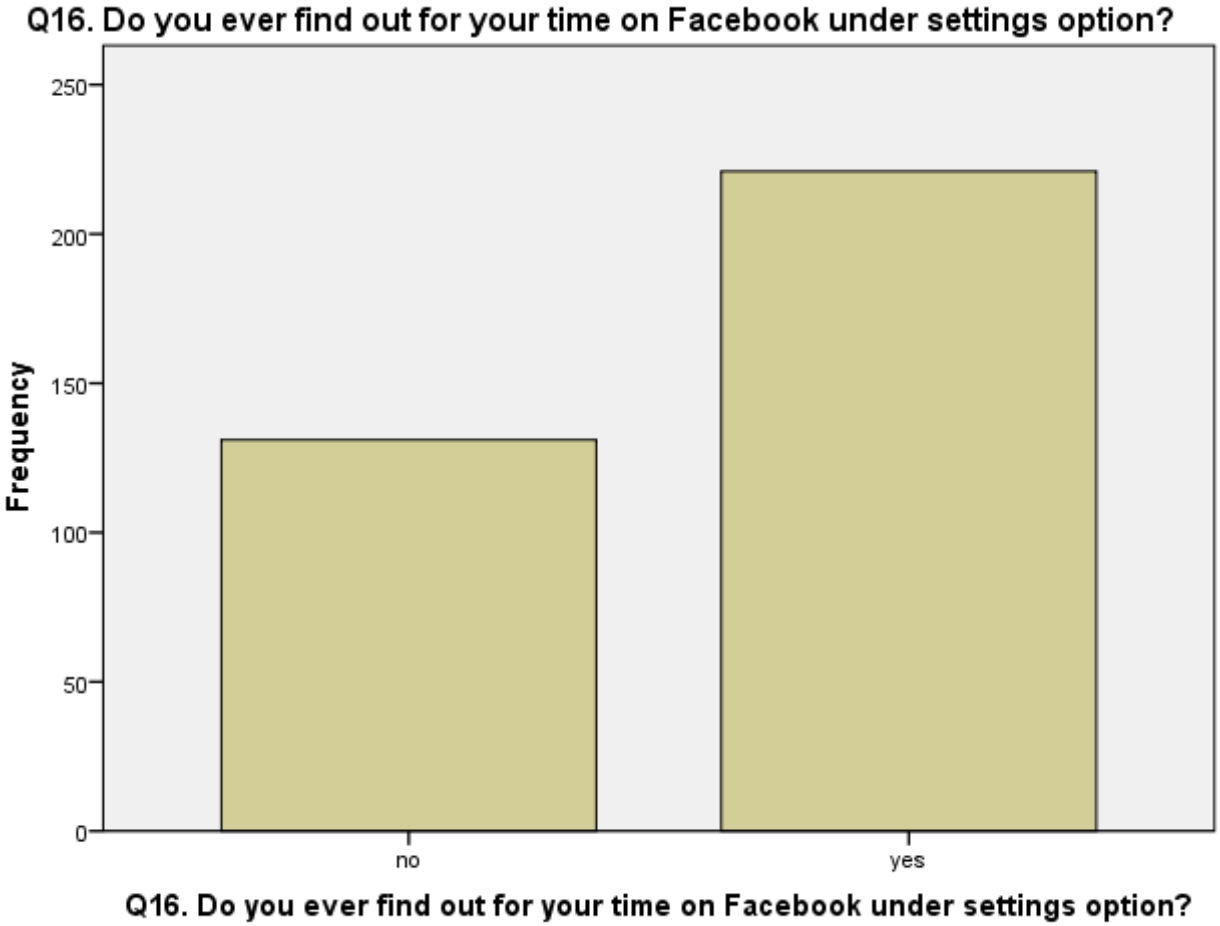
Statistics

Q16. Do you ever find out for your time on Face book under settings option?

N	Valid	352
	Missing	45

Q16. Do you ever find out for your time on Face book under settings option?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	131	33.0	37.2	37.2
	yes	221	55.7	62.8	100.0
	Total	352	88.7	100.0	
Missing	System	45	11.3		
Total		397	100.0		



Following the above table, this can be stated that 62.8% of people find out their time on Facebook under the setting option. As well as this, 37.2% of people do not find out their time on Facebook under the setting option.

Question 17

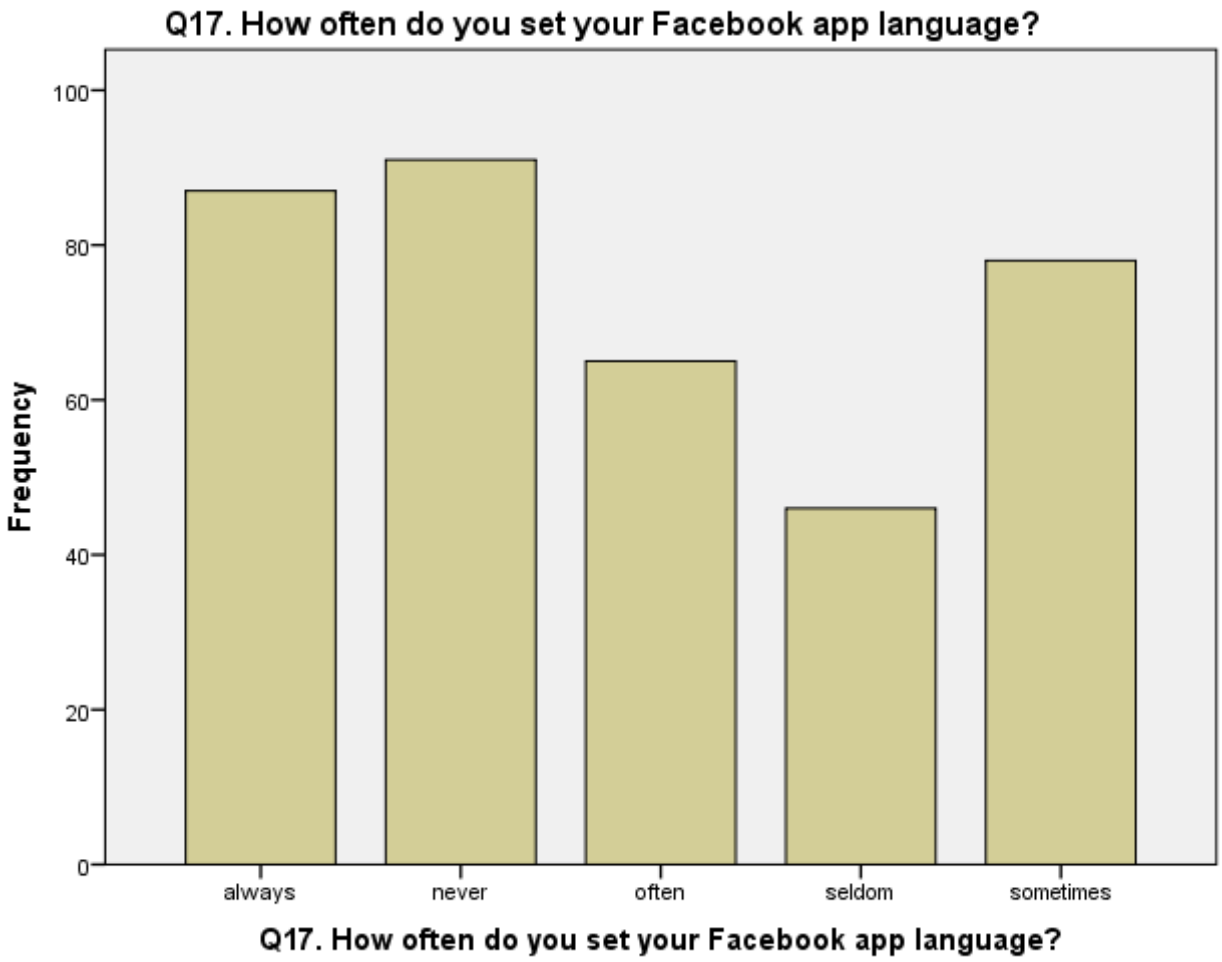
Statistics

Q17. How often do you set your Face book app language?

N	Valid	367
	Missing	30

Q17. How often do you set your Face book app language?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	always	87	21.9	23.7	23.7
	never	91	22.9	24.8	48.5
	often	65	16.4	17.7	66.2
	seldom	46	11.6	12.5	78.7
	sometimes	78	19.6	21.3	100.0
	Total	367	92.4	100.0	
Missing	System	30	7.6		
Total		397	100.0		



Following the above table, this can find out that 24.8% of people never set their Facebook application language while 23.7% of people always set their Facebook application language. In addition to this, 21.3% of people sometimes set their Facebook application language. 12.5% of people seldom set their Facebook application language.

Question 18

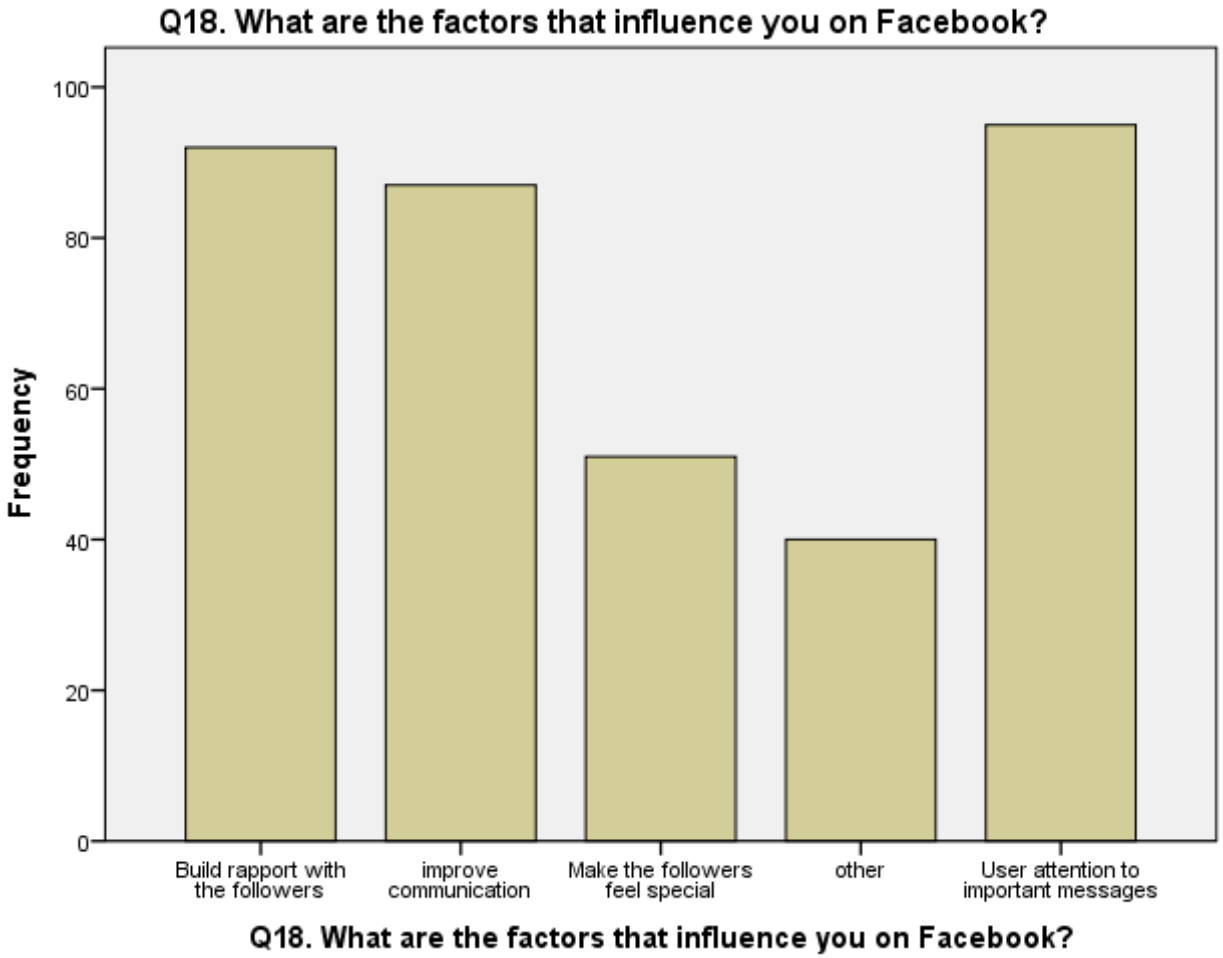
Statistics

Q18. What are the factors that influence you on Face book?

N	Valid	365
	Missing	32

Q18. What are the factors that influence you on Face book?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Build rapport with the followers	92	23.2	25.2	25.2
	improve communication	87	21.9	23.8	49.0
	Make the followers feel special	51	12.8	14.0	63.0
	other	40	10.1	11.0	74.0
	User attention to important messages	95	23.9	26.0	100.0
	Total	365	91.9	100.0	
Missing	System	32	8.1		
Total		397	100.0		



The above table shows that 26% of people get influence on Facebook due to user attention important message. In addition to this, 25.2% of respondents influence by Facebook due to building rapport with the followers. As well as this, 23.8% of people get influenced through improved communication on Facebook.

4.2.3 UNIVARIATE ANALYSIS: CHI-SQUARE

H_0: There is the significant effect of technological factors on age

H_1: There is no significant effect of technological factors on age

Analysis of Age*Main survey questions:

Age*Q5

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q2 What is your age group? * Q5. How many hours do you usually spent on Face book?	360	90.7%	37	9.3%	397	100.0%

Q2 What is your age group? * Q5. How many hours do you usually spent on Face book? Cross tabulation							
Count							
		Q5. How many hours do you usually spent on Face book?					Total
		0-3 hours	10-12 hours	12+	4-6 hours	7-9 hours	
Q2 What is your age group?	18-24	121	0	0	0	0	121
	25-34	30	21	8	80	0	139
	35-44	0	0	0	35	21	56
	45-54	0	0	0	0	21	21
	55-60	0	0	0	0	13	13
	60+	0	0	0	0	10	10
Total		151	21	8	115	65	360

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	518.942[a]	20	.000
Likelihood Ratio	548.089	20	.000
Linear-by-Linear Association	226.629	1	.000
N of Valid Cases	360		
a. 16 cells (53.3%) have expected count less than 5. The minimum expected count is .22.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of technological factors on age.

Age*Q6

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q2 What is your age group? * Q6. How often do you change your Face book password?	360	90.7%	37	9.3%	397	100.0%

Q2 What is your age group? * Q6. How often do you change your Face book password? Cross tabulation

Count

		Q6. How often do you change your Face book password?					
		never	once a month	Once a week	once a year	once in a quarter	Total
Q2 What is your age group?	18-24	54	67	0	0	0	121
	25-34	0	37	54	48	0	139
	35-44	0	0	0	11	45	56
	45-54	0	0	0	0	21	21
	55-60	0	0	0	0	13	13
	60+	0	0	0	0	10	10
Total		54	104	54	59	89	360

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	541.598[a]	20	.000
Likelihood Ratio	606.256	20	.000
Linear-by-Linear Association	244.487	1	.000
N of Valid Cases	360		

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 6 on age.

Age*Q7

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q2 What is your age group? * Q7. Do you accept friend request from unknown people?	360	90.7%	37	9.3%	397	100.0%

Q2 What is your age group? * Q7. Do you accept friend request from unknown people? Cross tabulation				
Count				
		Q7. Do you accept friend request from unknown people?		
		no	yes	Total
Q2 What is your age group?	18-24	121	0	121
	25-34	60	79	139
	35-44	0	56	56
	45-54	0	21	21
	55-60	0	13	13
	60+	0	10	10
Total		181	179	360

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	223.593[a]	5	.000
Likelihood Ratio	308.965	5	.000
Linear-by-Linear Association	167.668	1	.000
N of Valid Cases	360		
a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.97.			

p=0.000

p<0.05

Following the above outcome, this can be stated that the p-value is less than 0.05, hence the null hypothesis will be rejected and it can be said that there is no significant impact of question 7 on age.

Age*Q8

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q2 What is your age group? * Q8. How often do you upload your profile picture?	360	90.7%	37	9.3%	397	100.0%

Q2 What is your age group? * Q8. How often do you upload your profile picture? Cross tabulation							
Count							
		Q8. How often do you upload your profile picture?					
		about half the time	always	most of the time	never	sometimes	Total
Q2 What is your age group?	18-24	69	52	0	0	0	121
	25-34	0	4	113	22	0	139
	35-44	0	0	0	5	51	56
	45-54	0	0	0	0	21	21
	55-60	0	0	0	0	13	13
	60+	0	0	0	0	10	10
Total		69	56	113	27	95	360

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	677.475[a]	20	.000
Likelihood Ratio	735.905	20	.000
Linear-by-Linear Association	263.642	1	.000
N of Valid Cases	360		
a. 14 cells (46.7%) have expected count less than 5. The minimum expected count is .75.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 8 on age.

Age*Q9

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q2 What is your age group? * Q9. Do you logout from your profile in any device when you no longer use it?	360	90.7%	37	9.3%	397	100.0%

Q2 What is your age group? * Q9. Do you logout from your profile in any device when you no longer use it? Cross tabulation					
Count					
		Q9. Do you logout from your profile in any device when you no longer use it?			Total
		maybe	no	yes	
Q2 What is your age group?	18-24	95	26	0	121
	25-34	0	17	122	139
	35-44	0	0	56	56
	45-54	0	0	21	21
	55-60	0	0	13	13
	60+	0	0	10	10
Total		95	43	222	360

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	322.628[a]	10	.000
Likelihood Ratio	421.309	10	.000
Linear-by-Linear Association	158.548	1	.000
N of Valid Cases	360		
a. 5 cells (27.8%) have expected count less than 5. The minimum expected count is 1.19.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 9 on age.

Age*Q10

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q2 What is your age group? * Q 10. How often you are on Face book?	360	90.7%	37	9.3%	397	100.0%

Q2 What is your age group? * Q 10. How often you are on Face book? Cross tabulation							
Count							
		Q 10. How often you are on Face book?					
		about half the time	always	most of the time	never	some times	Total
Q2 What is your age group?	18-24	71	50	0	0	0	121
	25-34	0	27	99	13	0	139
	35-44	0	0	0	11	45	56
	45-54	0	0	0	0	21	21
	55-60	0	0	0	0	13	13
	60+	0	0	0	0	10	10
Total		71	77	99	24	89	360

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	603.654[a]	20	.000
Likelihood Ratio	665.540	20	.000
Linear-by-Linear Association	264.877	1	.000
N of Valid Cases	360		
a. 14 cells (46.7%) have expected count less than 5. The minimum expected count is .67.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 10 on age.

Age*Q11

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q2 What is your age group? * Q11. How often you click on the like button when you like pages on Face book	360	90.7%	37	9.3%	397	100.0%

Q2 What is your age group? * Q11. How often you click on the like button when you like pages on Face book Cross tabulation							
Count							
		Q11. How often you click on the like button when you like pages on Face book					
		dislike a great deal	dislike somewhat	like great deal	like somewhat	neither like nor dislike	Total
Q2 What is your age group?	18-24	19	38	64	0	0	121
	25-34	0	0	27	112	0	139
	35-44	0	0	0	18	38	56
	45-54	0	0	0	0	21	21
	55-60	0	0	0	0	13	13
	60+	0	0	0	0	10	10
Total		19	38	91	130	82	360

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	536.558[a]	20	.000
Likelihood Ratio	593.319	20	.000
Linear-by-Linear Association	220.368	1	.000
N of Valid Cases	360		
a. 14 cells (46.7%) have expected count less than 5. The minimum expected count is .53.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 11 on age.

Age*Q12

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q2 What is your age group? * Q12. Do you manage your memories on Face book	360	90.7%	37	9.3%	397	100.0%

Q2 What is your age group? * Q12. Do you manage your memories on Face book Cross tabulation					
Count					
		Q12. Do you manage your memories on Face book			Total
		extremely	moderately	not at all	
Q2 What is your age group?	18-24	121	0	0	121
	25-34	13	126	0	139
	35-44	0	30	26	56
	45-54	0	0	21	21
	55-60	0	0	13	13
	60+	0	0	10	10
Total		134	156	70	360

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	557.371[a]	10	.000
Likelihood Ratio	591.331	10	.000
Linear-by-Linear Association	272.048	1	.000
N of Valid Cases	360		
a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is 1.94.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 12 on age.

Age*Q13

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q2 What is your age group? * Q13. How often do you look for job advertisements on Face book?	360	90.7%	37	9.3%	397	100.0%

Q2 What is your age group? * Q13. How often do you look for job advertisements on Face book? Cross tabulation

Count

		Q13. How often do you look for job advertisements on Face book?					
		always	never	often	seldom	sometimes	Total
Q2 What is your age group?	18-24	69	52	0	0	0	121
	25-34	0	22	75	42	0	139
	35-44	0	0	0	21	35	56
	45-54	0	0	0	0	21	21
	55-60	0	0	0	0	13	13
	60+	0	0	0	0	10	10
Total		69	74	75	63	79	360

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	582.897[a]	20	.000
Likelihood Ratio	643.025	20	.000
Linear-by-Linear Association	253.211	1	.000
N of Valid Cases	360		
a. 15 cells (50.0%) have expected count less than 5. The minimum expected count is 1.75.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 13 on age.

Age*Q14

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q2 What is your age group? * Q14. How often do you use gaming option on Face book?	360	90.7%	37	9.3%	397	100.0%

Q2 What is your age group? * Q14. How often do you use gaming option on Face book? Cross tabulation					
Count					
		Q14. How often do you use gaming option on Face book?			
		extremely	moderately	not at all	Total
Q2 What is your age group?	18-24	110	11	0	121
	25-34	0	89	50	139
	35-44	0	0	56	56
	45-54	0	0	21	21
	55-60	0	0	13	13
	60+	0	0	10	10
Total		110	100	150	360

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	459.186[a]	10	.000
Likelihood Ratio	524.338	10	.000
Linear-by-Linear Association	209.239	1	.000
N of Valid Cases	360		
a. 5 cells (27.8%) have expected count less than 5. The minimum expected count is 2.78.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 14 on age.

Age*Q15

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q2 What is your age group? * Q15. How often do you find nearby friends on Face book?	360	90.7%	37	9.3%	397	100.0%

Q2 What is your age group? * Q15. How often do you find nearby friends on Face book? Cross tabulation					
Count					
		Q15. How often do you find nearby friends on Face book?			
		extremely	moderately	not at all	Total
Q2 What is your age group?	18-24	108	13	0	121
	25-34	0	139	0	139
	35-44	0	1	55	56
	45-54	0	0	21	21
	55-60	0	0	13	13
	60+	0	0	10	10
Total		108	153	99	360

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	648.138[a]	10	.000
Likelihood Ratio	684.922	10	.000
Linear-by-Linear Association	267.185	1	.000
N of Valid Cases	360		
a. 5 cells (27.8%) have expected count less than 5. The minimum expected count is 2.75.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 15 on age.

Age*Q16

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q2 What is your age group? * Q16. Do you ever find out for your time on Face book under settings option?	352	88.7%	45	11.3%	397	100.0%

Q2 What is your age group? * Q16. Do you ever find out for your time on Face book under settings option? Cross tabulation				
Count				
		Q16. Do you ever find out for your time on Face book under settings option?		
		no	yes	Total
Q2 What is your age group?	18-24	121	0	121
	25-34	10	129	139
	35-44	0	56	56
	45-54	0	21	21
	55-60	0	13	13
	60+	0	2	2
Total		131	221	352

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	312.281[a]	5	.000
Likelihood Ratio	392.806	5	.000
Linear-by-Linear Association	176.429	1	.000
N of Valid Cases	352		
a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is .74.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 16 on age.

Age*Q17

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q2 What is your age group? * Q17. How often do you set your Face book app language?	360	90.7%	37	9.3%	397	100.0%

Q2 What is your age group? * Q17. How often do you set your Face book app language? Cross tabulation							
Count							
		Q17. How often do you set your Face book app language?					
		always	never	often	seldom	sometimes	Total
Q2 What is your age group?	18-24	87	34	0	0	0	121
	25-34	0	57	65	17	0	139
	35-44	0	0	0	29	27	56
	45-54	0	0	0	0	21	21
	55-60	0	0	0	0	13	13
	60+	0	0	0	0	10	10
Total		87	91	65	46	71	360

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	620.359[a]	20	.000
Likelihood Ratio	646.586	20	.000
Linear-by-Linear Association	267.692	1	.000
N of Valid Cases	360		
a. 13 cells (43.3%) have expected count less than 5. The minimum expected count is 1.28.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 17 on age.

Age*Q18

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q2 What is your age group? * Q18. What are the factors that influence you on Face book?	360	90.7%	37	9.3%	397	100.0%

Q2 What is your age group? * Q18. What are the factors that influence you on Face book? Cross tabulation

Count

		Q18. What are the factors that influence you on Face book?					
		Build rapport with the followers	improve communication	Make the followers feel special	other	User attention to important messages	Total
Q2 What is your age group?	18-24	92	29	0	0	0	121
	25-34	0	58	51	30	0	139
	35-44	0	0	0	10	46	56
	45-54	0	0	0	0	21	21
	55-60	0	0	0	0	13	13
	60+	0	0	0	0	10	10
Total		92	87	51	40	90	360

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	576.197[a]	20	.000
Likelihood Ratio	641.319	20	.000
Linear-by-Linear Association	255.338	1	.000
N of Valid Cases	360		
a. 12 cells (40.0%) have expected count less than 5. The minimum expected count is 1.11.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 18 on age.

Gender * Main Survey Questions

H_0: There is a significant impact of technological factors on gender

H_1: There is no significant impact of technological factors on gender

Gender*Q4

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q4. Do you have a Face book	364	91.7%	33	8.3%	397	100.0%

Q3. What is your gender? * Q4. Do you have a Face book Cross tabulation				
Count				
		Q4. Do you have a Face book		
		No	Yes	Total
Q3. What is your gender?	Female	16	139	155
	Male	0	206	206
	Prefer not to say	0	3	3
Total		16	348	364

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.566[a]	2	.000
Likelihood Ratio	28.317	2	.000
Linear-by-Linear Association	21.800	1	.000
N of Valid Cases	364		
a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .13.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 4 on age.

Gender*Q5

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q5. How many hours do you usually spent on Face book?	364	91.7%	33	8.3%	397	100.0%

Q3. What is your gender? * Q5. How many hours do you usually spent on Face book? Cross tabulation							
Count							
		Q5. How many hours do you usually spent on Face book?					
		0-3 hours	10-12 hours	12+	4-6 hours	7-9 hours	Total
Q3. What is your gender?	Female	151	4	0	0	0	155
	Male	0	17	8	115	66	206
	Prefer not to say	0	0	0	0	3	3
Total		151	21	8	115	69	364

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	361.430[a]	8	.000
Likelihood Ratio	482.859	8	.000
Linear-by-Linear Association	306.275	1	.000
N of Valid Cases	364		
a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .07.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 5 on age.

Gender*Q6

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q6. How often do you change your Face book password?	365	91.9%	32	8.1%	397	100.0%

Q3. What is your gender? * Q6. How often do you change your Face book password? Cross tabulation							
Count							
		Q6. How often do you change your Face book password?					
		never	once a month	Once a week	once a year	once in a quarter	Total
Q3. What is your gender?	Female	54	101	0	0	0	155
	Male	0	3	54	59	90	206
	Prefer not to say	0	0	0	0	4	4
Total		54	104	54	59	94	365

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	361.723[a]	8	.000
Likelihood Ratio	477.017	8	.000
Linear-by-Linear Association	268.810	1	.000
N of Valid Cases	365		
a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .59.			

p=0.000

p<0.05

Following the above outcome this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered that there is no significant impact of question 6 on age.

Gender*Q7

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q7. Do you accept friend request from unknown people?	361	90.9%	36	9.1%	397	100.0%

Q3. What is your gender? * Q7. Do you accept friend request from unknown people? Cross tabulation				
Count				
		Q7. Do you accept friend request from unknown people?		
		no	yes	Total
Q3. What is your gender?	Female	155	0	155
	Male	26	180	206
Total		181	180	361

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	270.126[a]	1	.000		
Continuity Correction	266.642	1	.000		
Likelihood Ratio	344.250	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	269.377	1	.000		
N of Valid Cases	361				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 77.29.					
b. Computed only for a 2x2 table					

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 7 on age.

Gender*Q8

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q8. How often do you upload your profile picture?	365	91.9%	32	8.1%	397	100.0%

Q3. What is your gender? * Q8. How often do you upload your profile picture? Cross tabulation							
Count							
		Q8. How often do you upload your profile picture?					
		about half the time	always	most of the time	never	sometimes	Total
Q3. What is your gender?	Female	69	56	30	0	0	155
	Male	0	0	83	27	96	206
	Prefer not to say	0	0	0	0	4	4
Total		69	56	113	27	100	365

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	281.863[a]	8	.000
Likelihood Ratio	372.909	8	.000
Linear-by-Linear Association	231.957	1	.000
N of Valid Cases	365		
a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .30.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 8 on age.

Gender*Q9

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q9. Do you logout from your profile in any device when you no longer use it?	364	91.7%	33	8.3%	397	100.0%

Q3. What is your gender? * Q9. Do you logout from your profile in any device when you no longer use it? Cross tabulation					
Count					
		Q9. Do you logout from your profile in any device when you no longer use it?			Total
		maybe	no	yes	
Q3. What is your gender?	Female	95	43	17	155
	Male	0	0	206	206
	Prefer not to say	0	0	3	3
Total		95	43	226	364

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	299.700[a]	4	.000
Likelihood Ratio	375.914	4	.000
Linear-by-Linear Association	258.232	1	.000
N of Valid Cases	364		
a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .35.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 9 on age.

Gender*Q10

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q 10. How often you are on Face book?	365	91.9%	32	8.1%	397	100.0%

Q3. What is your gender? * Q 10. How often you are on Face book? Cross tabulation							
Count							
		Q 10. How often you are on Face book?					
		about half the time	always	most of the time	never	some times	Total
Q3. What is your gender?	Female	71	77	7	0	0	155
	Male	0	0	92	24	90	206
	Prefer not to say	0	0	0	0	4	4
Total		71	77	99	24	94	365

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	346.902[a]	8	.000
Likelihood Ratio	453.623	8	.000
Linear-by-Linear Association	248.899	1	.000
N of Valid Cases	365		
a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .26.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 10 on age.

Gender*Q11

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q11. How often you click on the like button when you like pages on Face book	364	91.7%	33	8.3%	397	100.0%

Q3. What is your gender? * Q11. How often you click on the like button when you like pages on Face book Cross tabulation							
Count							
		Q11. How often you click on the like button when you like pages on Face book					
		dislike a great deal	dislike somewhat	like great deal	like somewhat	neither like nor dislike	Total
Q3. What is your gender?	Female	19	38	91	7	0	155
	Male	0	0	0	123	83	206
	Prefer not to say	0	0	0	0	3	3
Total		19	38	91	130	86	364

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	344.325[a]	8	.000
Likelihood Ratio	447.442	8	.000
Linear-by-Linear Association	246.077	1	.000
N of Valid Cases	364		
a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .16.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 11 on age.

Gender*Q12

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q12. Do you manage your memories on Face book	360	90.7%	37	9.3%	397	100.0%

Q3. What is your gender? * Q12. Do you manage your memories on Face book Cross tabulation					
Count					
		Q12. Do you manage your memories on Face book			Total
		extremely	moderately	not at all	
Q3. What is your gender?	Female	134	21	0	155
	Male	0	135	70	205
Total		134	156	70	360

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	285.878[a]	2	.000
Likelihood Ratio	368.838	2	.000
Linear-by-Linear Association	239.249	1	.000
N of Valid Cases	360		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 30.14.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 12 on age.

Gender*Q13

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q13. How often do you look for job advertisements on Face book?	364	91.7%	33	8.3%	397	100.0%

Q3. What is your gender? * Q13. How often do you look for job advertisements on Face book? Cross tabulation

Count

		Q13. How often do you look for job advertisements on Face book?					
		always	never	often	seldom	sometimes	Total
Q3. What is your gender?	Female	69	74	12	0	0	155
	Male	0	0	63	63	80	206
	Prefer not to say	0	0	0	0	3	3
Total		69	74	75	63	83	364

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	330.564[a]	8	.000
Likelihood Ratio	436.227	8	.000
Linear-by-Linear Association	261.458	1	.000
N of Valid Cases	364		
a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .52.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 13 on age.

Gender*Q14

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q14. How often do you use gaming option on Face book?	364	91.7%	33	8.3%	397	100.0%

Q3. What is your gender? * Q14. How often do you use gaming option on Face book? Cross tabulation

Count

		Q14. How often do you use gaming option on Face book?			
		extremely	moderately	not at all	Total
Q3. What is your gender?	Female	110	45	0	155
	Male	0	55	151	206
	Prefer not to say	0	0	3	3
Total		110	100	154	364

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	264.038[a]	4	.000
Likelihood Ratio	360.791	4	.000
Linear-by-Linear Association	256.212	1	.000
N of Valid Cases	364		
a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .82.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 14 on age.

Gender*Q15

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q15. How often do you find nearby friends on Face book?	365	91.9%	32	8.1%	397	100.0%

Q3. What is your gender? * Q15. How often do you find nearby friends on Face book? Cross tabulation

Count

		Q15. How often do you find nearby friends on Face book?			
		extremely	moderately	not at all	Total
Q3. What is your gender?	Female	108	47	0	155
	Male	0	106	100	206
	Prefer not to say	0	0	4	4
Total		108	153	104	365

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	237.850[a]	4	.000
Likelihood Ratio	314.628	4	.000
Linear-by-Linear Association	216.617	1	.000
N of Valid Cases	365		
a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.14.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact on question 15 on age.

Gender*Q16

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q16. Do you ever find out for your time on Face book under settings option?	352	88.7%	45	11.3%	397	100.0%

Q3. What is your gender? * Q16. Do you ever find out for your time on Face book under settings option? Cross tabulation				
Count				
		Q16. Do you ever find out for your time on Face book under settings option?		
		no	yes	Total
Q3. What is your gender?	Female	131	24	155
	Male	0	197	197
Total		131	221	352

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	265.189[a]	1	.000		
Continuity Correction	261.585	1	.000		
Likelihood Ratio	331.093	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	264.436	1	.000		
N of Valid Cases	352				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 57.68.					
b. Computed only for a 2x2 table					

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 16 on age.

Gender*Q17

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q17. How often do you set your Face book app language?	365	91.9%	32	8.1%	397	100.0%

Q3. What is your gender? * Q17. How often do you set your Face book app language? Cross tabulation							
Count							
		Q17. How often do you set your Face book app language?					
		always	never	often	seldom	sometimes	Total
Q3. What is your gender?	Female	87	68	0	0	0	155
	Male	0	23	65	46	72	206
	Prefer not to say	0	0	0	0	4	4
Total		87	91	65	46	76	365

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	306.572[a]	8	.000
Likelihood Ratio	403.056	8	.000
Linear-by-Linear Association	239.876	1	.000
N of Valid Cases	365		
a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .50.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 17 on age.

Gender*Q18

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3. What is your gender? * Q18. What are the factors that influence you on Face book?	365	91.9%	32	8.1%	397	100.0%

Q3. What is your gender? * Q18. What are the factors that influence you on Face book? Cross tabulation

Count

		Q18. What are the factors that influence you on Face book?					
		Build rapport with the followers	improve communication	Make the followers feel special	other	User attention to important messages	Total
Q3. What is your gender?	Female	92	63	0	0	0	155
	Male	0	24	51	40	91	206
	Prefer not to say	0	0	0	0	4	4
Total		92	87	51	40	95	365

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	301.861[a]	8	.000
Likelihood Ratio	401.632	8	.000
Linear-by-Linear Association	245.477	1	.000
N of Valid Cases	365		
a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .44.			

p=0.000

p<0.05

Following the above outcome, this can be stated that P's value is 0.00 which is shorter as compared to the standard value of 0.05, thus, the null hypothesis will not be considered and it can be said that there is no significant impact of question 18 on age.

4.2.4 Two-way ANOVA

Age*Gender and Questions

H_0: There is a significant effect of technological factors on the gender and age of respondents.

H_1: There is no significant effect of technological factors on the gender and age of respondents

Age*Gender*Q4

Between-Subjects Factors

		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	10
Q3. What is your gender?	1	Female	155
	2	Male	205

Tests of Between-Subjects Effects					
Dependent Variable: Q4. Do you have a Face book					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.405[a]	6	.234	5.952	.000
Intercept	638.012	1	638.012	16221.069	.000
Q2Whatisyouragegroup	.464	5	.093	2.360	.040
Q3.Whatisyourgender	.000	1	.000	.000	1.000
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Error	13.884	353	.039		
Total	1392.000	360			
Corrected Total	15.289	359			
a. R Squared = .092 (Adjusted R Squared = .076)					

Interpretation: Following the above table this can be stated that there is a significant impact of a technological factor on age as the value of P is less than 0.05. While gender is not affected due to technological factors and this has been justified undervalue of p which is more than 0.05.

Age*Gender*Q5

Between-Subjects Factors

		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	10
Q3. What is your gender?	1	Female	155
	2	Male	205

Tests of Between-Subjects Effects

Dependent Variable: Q5. How many hours do you usually spent on Face book?

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	907.246[a]	6	151.208	703.667	.000
Intercept	1696.919	1	1696.919	7896.871	.000
Q2Whatisyouragegroup	66.462	5	13.292	61.858	.000
Q3.Whatisyourgender	158.263	1	158.263	736.503	.000
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Error	75.854	353	.215		
Total	3772.000	360			
Corrected Total	983.100	359			

a. R Squared = .923 (Adjusted R Squared = .922)

Interpretation: As per the above table this can be stated that hours to use Facebook is affected due to the age and gender of people. This is so because the value of p is less than 0.05.

Age*Gender*Q6

Between-Subjects Factors

		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	10
Q3. What is your gender?	1	Female	155
	2	Male	205

Tests of Between-Subjects Effects

Dependent Variable: Q6. How often do you change your Face book password?

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	662.809[a]	6	110.468	553.483	.000
Intercept	2085.945	1	2085.945	10451.279	.000
Q2Whatisyouragegroup	115.630	5	23.126	115.869	.000
Q3.Whatisyourgender	52.415	1	52.415	262.618	.000
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Error	70.454	353	.200		
Total	4125.000	360			
Corrected Total	733.264	359			

a. R Squared = .904 (Adjusted R Squared = .902)

Interpretation: As per the above table this can be stated that the habit to change the password of Facebook is affected due to the age and gender of people. This is so because the value of p is less than 0.05.

Age*Gender*Q7

Between-Subjects Factors

		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	10
Q3. What is your gender?	1	Female	155
	2	Male	205
Q1Are you over 18 years old?	1	No	11
	2	Yes	349

Tests of Between-Subjects Effects					
Dependent Variable: Q7. Do you accept friend request from unknown people?					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	70.435[a]	7	10.062	181.061	.000
Intercept	206.940	1	206.940	3723.718	.000
Q2Whatisyouragegroup	3.141	5	.628	11.302	.000
Q3.Whatisyourgender	14.539	1	14.539	261.614	.000
Q1Areyouover18yearsold	.000	1	.000	.000	1.000
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Q2Whatisyouragegroup * Q1Areyouover18yearsold	.000	0	.	.	.
Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Q2Whatisyouragegroup * Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Error	19.562	352	.056		
Total	897.000	360			
Corrected Total	89.997	359			
a. R Squared = .783 (Adjusted R Squared = .778)					

Interpretation: As per the above table this can be stated that the way to accept a friend request from unknown people on Facebook is affected due to the age and gender of people. This is so because the value of p is less than 0.05.

Age*Gender*Q8

Between-Subjects Factors

		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	10
Q3. What is your gender?	1	Female	155
	2	Male	205
Q1Are you over 18 years old?	1	No	11
	2	Yes	349

Tests of Between-Subjects Effects					
Dependent Variable: Q8. How often do you upload your profile picture?					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	684.639[a]	7	97.806	650.907	.000
Intercept	1007.344	1	1007.344	6703.991	.000
Q2Whatisyouragegroup	206.961	5	41.392	275.471	.000
Q3.Whatisyourgender	2.749	1	2.749	18.296	.000
Q1Areyouover18yearsold	2.235	1	2.235	14.872	.000
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Q2Whatisyouragegroup * Q1Areyouover18yearsold	.000	0	.	.	.
Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Q2Whatisyouragegroup * Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Error	52.892	352	.150		
Total	4117.000	360			
Corrected Total	737.531	359			
a. R Squared = .928 (Adjusted R Squared = .927)					

Interpretation: As per the above table this can be stated that the way to upload the profile picture on Facebook is affected due to the age and gender of people. This is so because the value of p is less than 0.05.

Age*Gender*Q9

Between-Subjects Factors			
		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	10
Q3. What is your gender?	1	Female	155
	2	Male	205
Q1Are you over 18 years old?	1	No	11
	2	Yes	349

Tests of Between-Subjects Effects

Dependent Variable: Q9. Do you logout from your profile in any device when you no longer use it?

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	243.843[a]	7	34.835	432.446	.000
Intercept	480.900	1	480.900	5970.011	.000
Q2Whatisyouragegroup	41.472	5	8.294	102.968	.000
Q3.Whatisyourgender	6.421	1	6.421	79.710	.000
Q1Areyouover18yearsold	.559	1	.559	6.936	.009
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Q2Whatisyouragegroup * Q1Areyouover18yearsold	.000	0	.	.	.
Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Q2Whatisyouragegroup * Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Error	28.355	352	.081		
Total	2265.000	360			
Corrected Total	272.197	359			

a. R Squared = .896 (Adjusted R Squared = .894)

Interpretation: As per the above table this can be stated that the habit to log out from Facebook is affected due to the age and gender of people. This is so because the value of p is less than 0.05.

Age*Gender*Q10

Between-Subjects Factors			
		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	10
Q3. What is your gender?	1	Female	155
	2	Male	205
Q1Are you over 18 years old?	1	No	11
	2	Yes	349

Tests of Between-Subjects Effects					
Dependent Variable: Q 10. How often you are on Face book?					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	687.136[a]	7	98.162	651.192	.000
Intercept	927.488	1	927.488	6152.802	.000
Q2Whatisyouragegroup	175.388	5	35.078	232.699	.000
Q3.Whatisyourgender	21.641	1	21.641	143.560	.000
Q1Areyouover18yearsold	2.066	1	2.066	13.706	.000
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Q2Whatisyouragegroup * Q1Areyouover18yearsold	.000	0	.	.	.
Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Q2Whatisyouragegroup * Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Error	53.061	352	.151		
Total	3879.000	360			
Corrected Total	740.197	359			
a. R Squared = .928 (Adjusted R Squared = .927)					

Interpretation: As per the above table this can be stated that the habit to use Facebook is affected due to the age and gender of people. This is so because the value of p is less than 0.05.

Age*Gender*Q11

Between-Subjects Factors

		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	10
Q3. What is your gender?	1	Female	155
	2	Male	205
Q1Are you over 18 years old?	1	No	11
	2	Yes	349

Tests of Between-Subjects Effects					
Dependent Variable: Q11. How often you click on the like button when you like pages on Face book					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	378.725[a]	7	54.104	310.859	.000
Intercept	1076.007	1	1076.007	6182.330	.000
Q2Whatisyouragegroup	49.596	5	9.919	56.992	.000
Q3.Whatisyourgender	16.197	1	16.197	93.059	.000
Q1Areyouover18yearsold	22.774	1	22.774	130.848	.000
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Q2Whatisyouragegroup * Q1Areyouover18yearsold	.000	0	.	.	.
Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Q2Whatisyouragegroup * Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Error	61.264	352	.174		
Total	5120.000	360			
Corrected Total	439.989	359			
a. R Squared = .861 (Adjusted R Squared = .858)					

Interpretation: As per the above table this can be stated that the habit click on the like button on Facebook is affected due to the age and gender of people. This is so because the value of p is less than 0.05.

Age*Gender*Q12

Between-Subjects Factors

		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	10
Q3. What is your gender?	1	Female	155
	2	Male	205
Q1Are you over 18 years old?	1	No	11
	2	Yes	349

Tests of Between-Subjects Effects					
Dependent Variable: Q12. Do you manage your memories on Face book					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	170.664[a]	7	24.381	390.836	.000
Intercept	377.265	1	377.265	6047.798	.000
Q2Whatisyouragegroup	42.077	5	8.415	134.904	.000
Q3.Whatisyourgender	3.755	1	3.755	60.191	.000
Q1Areyouover18yearsold	.000	1	.000	.000	1.000
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Q2Whatisyouragegroup * Q1Areyouover18yearsold	.000	0	.	.	.
Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Q2Whatisyouragegroup * Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Error	21.958	352	.062		
Total	1388.000	360			
Corrected Total	192.622	359			
a. R Squared = .886 (Adjusted R Squared = .884)					

Interpretation: As per the above table this can be stated that the way to manage the memories in Facebook is affected due to the age and gender of people. This is so because the value of p is less than 0.05.

Age*Gender*Q13

Between-Subjects Factors			
		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	10
Q3. What is your gender?	1	Female	155
	2	Male	205
Q1Are you over 18 years old?	1	No	11
	2	Yes	349

Tests of Between-Subjects Effects					
Dependent Variable: Q13. How often do you look for job advertisements on Face book?					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	655.267[a]	7	93.610	448.259	.000
Intercept	935.755	1	935.755	4480.958	.000
Q2Whatisyouragegroup	122.549	5	24.510	117.368	.000
Q3.Whatisyourgender	28.158	1	28.158	134.836	.000
Q1Areyouover18yearsold	2.235	1	2.235	10.701	.001
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Q2Whatisyouragegroup * Q1Areyouover18yearsold	.000	0	.	.	.
Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Q2Whatisyouragegroup * Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Error	73.508	352	.209		
Total	4023.000	360			
Corrected Total	728.775	359			
a. R Squared = .899 (Adjusted R Squared = .897)					

Interpretation: As per above table this can be stated that habit to look on advertisement in Facebook is affected due to age and gender of people. This is so because the value of p is less than 0.05.

Age*Gender*Q14

Between-Subjects Factors

		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	10
Q3. What is your gender?	1	Female	155
	2	Male	205
Q1Are you over 18 years old?	1	No	11
	2	Yes	349

Tests of Between-Subjects Effects					
Dependent Variable: Q14. How often do you use gaming option on Face book?					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	219.465[a]	7	31.352	305.786	.000
Intercept	435.379	1	435.379	4246.371	.000
Q2Whatisyouragegroup	35.091	5	7.018	68.450	.000
Q3.Whatisyourgender	5.824	1	5.824	56.802	.000
Q1Areyouover18yearsold	.100	1	.100	.975	.324
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Q2Whatisyouragegroup * Q1Areyouover18yearsold	.000	0	.	.	.
Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Q2Whatisyouragegroup * Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Error	36.090	352	.103		
Total	1860.000	360			
Corrected Total	255.556	359			
a. R Squared = .859 (Adjusted R Squared = .856)					

Interpretation: As per the above table this can be stated that the habit use the gaming option on Facebook is affected due to the age and gender of people. This is so because the value of p is less than 0.05.

Age*Gender*Q15

Between-Subjects Factors

		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	10
Q3. What is your gender?	1	Female	155
	2	Male	205
Q1Are you over 18 years old?	1	No	11
	2	Yes	349

Tests of Between-Subjects Effects					
Dependent Variable: Q15. How often do you find nearby friends on Face book?					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	194.329[a]	7	27.761	785.164	.000
Intercept	428.941	1	428.941	12131.609	.000
Q2Whatisyouragegroup	70.404	5	14.081	398.244	.000
Q3.Whatisyourgender	.000	1	.000	.000	1.000
Q1Areyouover18yearsold	.140	1	.140	3.950	.048
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Q2Whatisyouragegroup * Q1Areyouover18yearsold	.000	0	.	.	.
Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Q2Whatisyouragegroup * Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Error	12.446	352	.035		
Total	1611.000	360			
Corrected Total	206.775	359			
a. R Squared = .940 (Adjusted R Squared = .939)					

Interpretation: As per the above table this can be stated that the habit to find nearby friends on Facebook is affected due to the age and gender of people. This is so because the value of p is less than 0.05.

Age*Gender*Q16

Between-Subjects Factors

		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	2
Q3. What is your gender?	1	Female	155
	2	Male	197
Q1Are you over 18 years old?	1	No	11
	2	Yes	341

Tests of Between-Subjects Effects					
Dependent Variable: Q16. Do you ever find out for your time on Facebook under settings option?					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	75.188[a]	7	10.741	523.454	.000
Intercept	161.286	1	161.286	7860.019	.000
Q2Whatisyouragegroup	12.941	5	2.588	126.133	.000
Q3.Whatisyourgender	2.222	1	2.222	108.273	.000
Q1Areyouover18yearsold	.000	1	.000	.000	1.000
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Q2Whatisyouragegroup * Q1Areyouover18yearsold	.000	0	.	.	.
Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Q2Whatisyouragegroup * Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Error	7.059	344	.021		
Total	1015.000	352			
Corrected Total	82.247	351			
a. R Squared = .914 (Adjusted R Squared = .912)					

Interpretation: As per the above table this can be stated that the way to find time option in setting in Facebook is affected due to age and gender of people. This is so because the value of p is less than 0.05.

Age*Gender*Q17

Between-Subjects Factors

		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	10
Q3. What is your gender?	1	Female	155
	2	Male	205
Q1Are you over 18 years old?	1	No	11
	2	Yes	349

Tests of Between-Subjects Effects					
Dependent Variable: Q17. How often do you set your Face book app language?					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	675.400[a]	7	96.486	440.333	.000
Intercept	877.040	1	877.040	4002.558	.000
Q2Whatisyouragegroup	178.954	5	35.791	163.339	.000
Q3.Whatisyourgender	22.832	1	22.832	104.199	.000
Q1Areyouover18yearsold	.955	1	.955	4.360	.038
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Q2Whatisyouragegroup * Q1Areyouover18yearsold	.000	0	.	.	.
Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Q2Whatisyouragegroup * Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Error	77.130	352	.219		
Total	3547.000	360			
Corrected Total	752.531	359			
a. R Squared = .898 (Adjusted R Squared = .895)					

Interpretation: As per the above table this can be stated that the habit to set the language in Facebook is affected due to the age and gender of people. This is so because the value of p is less than 0.05.

Age*Gender*Q18

Between-Subjects Factors

		Value Label	N
Q2 What is your age group?	1	18-24	121
	2	25-34	139
	3	35-44	56
	4	45-54	21
	5	55-60	13
	6	60+	10
Q3. What is your gender?	1	Female	155
	2	Male	205
Q1Are you over 18 years old?	1	No	11
	2	Yes	349

Tests of Between-Subjects Effects					
Dependent Variable: Q18. What are the factors that influence you on Face book?					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	764.549[a]	7	109.221	461.946	.000
Intercept	900.641	1	900.641	3809.216	.000
Q2Whatisyouragegroup	188.816	5	37.763	159.718	.000
Q3.Whatisyourgender	28.703	1	28.703	121.396	.000
Q1Areyouover18yearsold	.695	1	.695	2.940	.087
Q2Whatisyouragegroup * Q3.Whatisyourgender	.000	0	.	.	.
Q2Whatisyouragegroup * Q1Areyouover18yearsold	.000	0	.	.	.
Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Q2Whatisyouragegroup * Q3.Whatisyourgender * Q1Areyouover18yearsold	.000	0	.	.	.
Error	83.226	352	.236		
Total	3789.000	360			
Corrected Total	847.775	359			
a. R Squared = .902 (Adjusted R Squared = .900)					

Interpretation: As per the above table this can be stated that influencing factors in Facebook are affected due to the age and gender of people. This is so because the value of p is less than 0.05.

4.3 Limitation

The study includes several flaws. In the beginning, one of the most pressing challenges for this study is a lack of time. Because this study relies on an online poll to collect data, a one-week time is insufficient to obtain reliable outcomes through the big population.

Second, because this data takes data at a single moment in time rather than periodic intervals, the results may not be able to identify specific trends among border customers.

Third, because the information is gathered by a digital platform, there is a risk that respondents might be fraudulent or prejudiced in their responses, resulting in skewed results. Respondents may skim through items and possible answers to finish the survey fast, and they may pick incorrect alternatives.

4.4 Conclusion

The results of the survey are discussed in this chapter. As described in the report, the survey questionnaire answer are examined using the results acquired from SPSS. The findings of the descriptive analysis are analyzed question by question, whilst the Chi-square test revealed the association between the demographical information and the key questionnaire survey. The Chi-square findings are displayed in bar charts, along with the number of people who completed the questionnaire. In addition, the ANOVA test is used to determine the interplay among demographics factors and their impact on each topic. The researcher has achieved all the objectives of this research study. On the other hand, the research questions have established by the collection of appropriate data and information regarding the topic. It could be said that this thesis have made the proper execution of understanding the technological abstracts to manage a better network on social media platform like Facebook.

5. Discussion

5.1 Introduction

In this chapter, the discussion about the relationship between independent variables and dependent variables is discussed. The relation of these variables with the theoretical framework is also being discussed. The findings of the literature review and the results of the analysis is represented in this chapter. In section 5.2 the results involved by using the SPSS model are evaluated (Habes, et. al., 2021). Also, the results of descriptive analysis and RQs are discussed at this level. The ANOVA test using the SPSS software are discussed in this section and also the section is providing a better conclusion for the process of discussion chapter.

5.2 Discussion on descriptive analysis

In this section, the summary of using descriptive analysis is discussed, and also the data-driven by online survey along with the 400 participants are discussed. The analysis is performed by using the SPSS technique. The effective hypothesis is used to generate the effective data and the analysis of that data. The factors provided by the literature review are also discussed in this section. The researcher is discussing the point at the agreed rate of the analysis (Korkealehto and Leier, 2021). The number of RQ is divided by SQs and a more definite picture of this research can be generated by this section.

5.2.1 Service

Results of descriptive analysis for the service

As per the data collected from descriptive analysis, the service is an important factor when the people of Auckland selected the social media techniques. The services are influencing the users and their decisions of using effective social media techniques are involved by the researcher. The intentions of users are influenced by this and the purchase of loyalty has also become easy (Korkealehto and Leier, 2021). Thus, the outcomes of descriptive analysis that there are significant choices that could be maintained by the users while using social media and technologies. The following figure could explain it effectively:

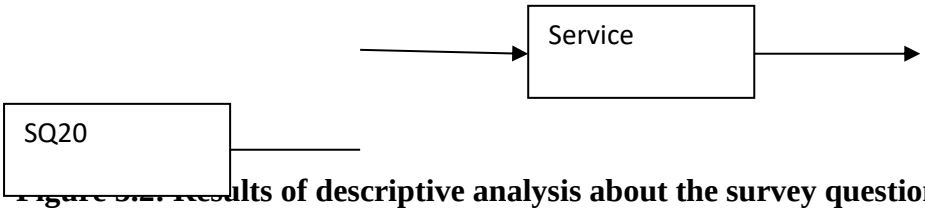


Figure 5.2: Results of descriptive analysis about the survey questions

5.2.2 Review

The survey questions that are connected with RQ2 are SQ6 and SQ7 in which the online review is the type of eWOM that makes consumers able to share their information about the products and the platforms. It was also found that the decisions of utilizing social media techniques could be influenced by them. According to the results, almost 78% of participants agreed on the topic and it could impact their decisions. In section 2.10 of the literature review, the conclusion about this result are made. It is the second most important element and the review quality and quantity are important to know about the decisions of consumers (Bailey, et. al., 2021). Thus, it could be said that the review could have an impactful in influence on the selection of users.

5.2.3 Website

The survey questions are connected with RQ6, SQ 16, and SQ17. The people who are using technologies in terms of using social media would be the first to involve in the research process. There are many scholarly articles that proved that the technologies are making bigger influence while using social media channels. It is the third most important factor and the results of descriptive analysis match with the literature review (Gerritsen, et. al., 2021). On the other side, the reliability and use of the website could make the influence the consumers. The user intentions could be presented easily.

5.2.4 Cost

The survey questions are associated with RQ3 and SQ8 and SQ9. The cost is the 4th important factor and the selection of technology could be based upon the survey. Around 68% of participants are agreeing that cost is the important effect for their choice and the outcome is agreed with the section 2.5 competitive prices and less cost of searching could attract the users.

5.2.5 Trust

The survey questions are connected with RQ1 are SQ3,4 and 5. As per the data and information collected through descriptive analysis, trust is the 5th important factor in terms of choice of social media activities. It explains that whether the user cans intent to use a service continuously. These two results are very consistent and it can provide a choice of using the appropriate technique of social media.

5.2.6 Delivery

In this section, the survey questions are connected with RQ3 are SQ10, 11, and 12. In social media activities, delivery is the important part and it is necessary to manage the important delivery of the services. The purchase intentions of the users can be influenced by effective service delivery. The cost and delivery of the services could influence the whole decisions of users. It is the 6th most important factor in the delivery time and in this sequence, it could be said that the delivery staff could communicate with the people of Auckland and could know about their attitudes (Wheaton, et. al., 2021). They could take the idea about the behaviour of consumers towards the delivery services and delivery staff decisions could affect the decisions of the users.

5.2.7 Information channels

N	Valid	364
	Missing	33

The results of the descriptive analysis show that people are using different time periods for spending their quality time on Facebook. There is a frequency which could be seen while using the Facebook on different time. Almost 364 people answered the question while 33 were not there.

5.2.8 Culture

The survey questions that are associated with this were SQ16 to SQ19. The culture could have a wide range of impacts in terms of using social media technologies. The culture of a person could provide the idea about the technology which they want to use in terms of using the social media activities. The overall response of participants is good enough and they provide an

explanation about the cultural elements which could influence their choice. The degree rate was also good.

With section 2.9 of the literature review, the researcher is presenting some of the journal articles and scholars who represented the equal outcomes.

5.3 Discussion on Chi-Square results

The section is discussing the Chi-Square analysis which is executed between independent variables and moderating variables. The SPSS framework is used for performing this analysis. In each survey question, the Chi-Square test is performed and the p-value is also measured. The online survey is used for collecting the data from 400 participants (Wheaton, et. al., 2021). Also, in chapter 4 the survey details are represented. Within this section, the outcomes of the Chi-Square test are discussed. The results are summarised for each RQ and the explanation is from RQ1 to RQ3.

5.3.1 Relationship of age/gender in RQ1 Trust

As the SQ1 is related to the age factor and SQ2 is related to gender and the survey questions were related to SQ3, SQ4, and SQ5. The significance of age and gender in trust are discussed in the Chi-Square model. SQ3 is related with the factor like gender and SQ4 is related with the Facebook account which people are having or not (Ghaffar, et. al., 2021). Like all these, the SQ5 is related to the hours which people spend on Facebook on the regular basis. However, the gender and RQ1 are statically independent.

5.3.2 Relationship of age, gender and RQ2 Review

The survey questions are connected with SQ6, 7. 8, and 9 and it are asking for time which people use to spend on the Facebook application. The sixth question is asking about the password setting of people for using the Facebook application. In the seventh question, the friend request-related question is asked. In which the 50% participants have provided a response that they don’t accept friend request of an unknown person. In the 8th question, the time of updating a person’s profile picture is asked (Wu, et. al., 2021). The mixed review are grabbed in this question.

5.3.3 Relationship of age, gender and RQ3

Along with the use of the Chi-Square test, age is having a relationship with the factors like cost and gender. Gender and cost are the independent factors for each other.

5.3.4 Relationship of age, gender and RQ4 delivery

The delivery influences the selection of users and it is asked about the delivery timing of the services. With the use of the Chi-Square model, it is identified that there is no connection between age and SQ12. On the other hand, there is a relationship between gender and SQ13.

5.3.5 Relationship of age, gender and RQ5 information

This portion concludes the outcomes of the Chi-square model and the survey question are related to the important information channels. The survey questions and gender are independently statistical on each other. Also, age is having a relationship with the questions involved in the survey.

5.3.6 Relationship of age, gender and RQ6 website

The SQ10 is about the time which people use to spend while using Facebook and also in the SQ11 the like related activities are discussed. In the SQ12 the memories-related problems are also described. The relation between SQ and age is also discussed in the area. However, gender and SQ are independent.

5.3.7 Relationship of age, gender and RQ7 culture

The result of the Chi-Square test about survey question is related to culture and in this area, there are independent variables are gender and age. The survey questions related to culture is involved in this category.

5.3.8 Relationship of age, gender and RQ8

This section is discussing the choices of technology for the use of social media. According to this section, the use of technological factors with the use of social media activities can be recognized.

5.4 Discussion on ANOVA analysis

This section explains and summarizes and the ANOVA test on the RQs. The results are performed in the figures. The data is collected with the online survey along with 400 participants (McKenney and Reeves, 2021). The survey question are analyzed to perform the ANOVA test and the results of the ANOVA test are presented in chapter 4.

5.4.1 Relationship between age, gender and RQ1 Trust

Trust is used to influence the decision of users while using social media activities. The SQ3 is about gender and it is the personal information of the participants. It can influence the choice of consumers. The SQ4 is related to the Facebook account which people are having or not. The SQ5 is related to the hours and time which people use to spend on their Facebook account. There are 19% of people who said that they spend to 6 hours on the Facebook.

5.4.2 Relationship of age, gender and RQ2 review

The RQ2 is related to the age group people are having and spending time on Facebook accounts. The majority of responses are found in the age group between 25 to 36 years. The results from ANOVA show that there is no relation between the RQ2 review and various groups of responses. In the comparison of older people the young generation is using Facebook effectively (McKenney and Reeves, 2021).

5.4.3 Relationship of age, gender and RQ3 Cost

The SQ8 is related to the profile picture which people use to upload in different time periods. After this, SQ9 is about the security which people use to have while using their Facebook account on different devices. The outcomes of the ANOVA model show that there is not any connection between RQ3 and the cost of various groups of response.

5.4.4 Relationship of age, gender and RQ4 delivery

In this area, the SQ11 is related to the like button which people use to hit for their choices. This is related to the pages which people use to like while using Facebook accounts. On the other hand, SQ12 is related to managing the memories on Facebook (McKenney and Reeves, 2021).

The outcomes of ANOVA are showing that there is no interaction between RQ4 delivery and various groups of response.

5.4.5 Relationship of age, gender and RQ5 information channel

In this level, the SQ13 is related to the job advertisements which people use to find on their Facebook accounts. In SQ14, the question about gaming options that people use to evaluate on Facebook is involved. The outcomes from the ANOVA model show that there is no connection between RQ5 information channels and various groups of response.

5.4.6 Relationship of age, gender and RQ6 website

In this activity, the SQ15 is related to the findings activities of nearby people and RQ 16 is related to the setting option which they managed while using the Facebook activities (McKenney and Reeves, 2021). According to the results of the ANOVA model, there is no connection between the RQ6 website and the group of response.

5.4.7 Relationship of age, gender and RQ7

The culture could influence the choice of social media techniques. SQ17 is related to the language selection on Facebook. Also, the SQ18 is related to the factors that can influence the people on Facebook (Zhang, et. al., 2021). As per the outcomes of the ANOVA model, it is found that there is no interaction between RQ7 culture and various groups of response.

5.4.8 Relationship of age, gender and RQ8 service

The service can also influence the choice of selecting appropriate social media tools. The SQ18 is about the factors that are able to influence people and the appropriate response rates were generated for the question (Zhang, et. al., 2021). After having the results of the ANOVA model, it is analyzed that there is no interaction between RQ8 service and various group of response.

5.5 Limitations

The quantitative research questions are used in the survey of the research study. The effective quality of data collection are generated in the research study. It could be said that there could be some limitations which are associated with the research study. It could be said that more

quantitative questions might be added to the research study. More questions could provide effective support in terms of managing the understanding about the use of social media technologies like Facebook. The quantitative questions like the reason for selecting the social media activities could be recognized through these questions. The factors which made the people able to use the technological factors of social media could be identified by this category (Akhmetkaziyev, et. al., 2021). A comparison between various social media sites can also be generated.

In addition to this, the timing and cost funds could provide an influence on the selection. Also, the convenience sampling technique is utilized for having the sample. Also, the demographical mixture of users could be approached for implementing the results of the users living in Auckland (Conradsson, et. al., 2021). Also, in the area of ANOVA case, more combinations could be involved for the dependent variables for finding the particular values.

Besides these, in the area of the ANOVA test, more dependent variables are founded significant values. On the other hand, each analysis method is having its particular limitation (Akhmetkaziyev, et. al., 2021). The results of the Chi-analysis test is not necessary to depend upon the moderate variables and it could have a casual influence on the detailed analysis which is required.

5.6 Conclusion

Within this chapter, the outcome obtained by the various qualitative analyses is discussed. The researcher is considered that this study could be expanded by having more open-ended questions. The change in sampling method is done to include the favourable results of the research study. Those are the limitations of the research process and suggested limitations were also involved in the research study.

The outcomes from the descriptive analysis are also compared with the previous literature review. H3 was partially supported and another hypothesis included in the literature review was the outcome of descriptive analysis. The connection between hypothesis and results are also presented effectively in the research study. The decision-making process has also become easy with the support of these hypotheses. The research model is concluded about the use of hypothesis and their results which were gained from the research process.

H3 was partially supported and SQ18 has disagreed on some points and the majority could be seen in this. However, the agreement of SQ18 and SQ19 are viewed together and the rate of disagreement is leading. Some of the previous studies are providing an understanding that there are some influential factors that could be dependent upon the choice of social media techniques by the users.

Also, the outcomes of the Chi-Square model and ANOVA test are concluded about the chapter of sub-questions. The connection of the research question with the framework is also analyzed in this section. In this chapter, the limitations are also explained related to the overall research. In the next chapter, the recommendations are represented related to the research study.

6. Conclusion

6.1 Introduction

Within this section, the critical analysis is represented by the researcher in section 6.2. The limitation and recommendations were presented for future work. Within section 6.3, the significance of findings in the IT field is discussed. The researcher is presenting the whole process of research and represented the outcomes.

6.2 Future work

The use of social media and Facebook is increasing quickly in different areas of the world. It is providing effective in terms of managing the new relationship and easily making the connection with the known ones. To understand the preferences of the users towards the social media activities, the research activities are represented. On the basis of the literature review presented in Chapter 2 of this study, the weights of eight factors are determined. As per the results of the previous chapter, the importance of these eight factors is represented in the above report. The research aims were also met by the effective analysis. In the research process, the online data are collected through the support of a survey and questionnaire. The convenience sampling method are utilized. The data was also analyzed by the use of effective data analysis techniques and tools.

Secondly, the geographical scope is utilized for managing the effective sampling of the research study. The geographical location of this research is Auckland and various regions of New Zealand. The thinking of people towards the use of social media technologies are analyzed with the support of effective techniques. Thirdly, the effective research approach is utilized to getting the data of the research study. The quantitative approach is analyzed for managing the answers to the research questions. The results of specific aspects could be analyzed by the use of the quantitative research method. Future research can also use the qualitative approach for getting the usable outcomes.

6.3 Concluding Remarks

The use of social media can is rapidly increasing in the present world and the growth can be seen within the various areas of the world. The choice of effective social media activities could influence the people and they could use it for managing the effective relationship with their known ones. On the basis of chapter 2, the research majorly examined the weight of abstracts like trust, review, cost, delivery, information channels, website, culture, and service. The literature review is supporting understanding the importance of each factor and it has supported to lead the research questions also. The data is also represented by the support of the SPSS technique and descriptive analysis. The ANOVA test and Chi-Square test are performed for answering the research questions.

The relationship between moderating variables and main research questions is represented in the above report. Along with the use of previous studies, the analysis is carried out for the research process. The weight of the entire eight factors can guide the overall future studies and can provide fairness in the research process.

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Appendix

Survey question Number	
SQ1	Are you over 18 years old?
SQ2	What is your age group?
SQ3	What is your region of origin?
SQ4	What is your gender?
SQ5	Do you have a Facebook account?
SQ6	How many hours do you usually spend on Facebook?
SQ7	How often do you change your Facebook password?
SQ8	Do you accept a friend request from unknown people or not?
SQ9	How often do you upload your profile picture?
SQ10	Do you log out your profile on any device when you no longer use it?
SQ11	How often are you live on Facebook?
SQ12	How often do you like pages on Facebook?
SQ13	Do you manage your memories on Facebook?
SQ14	How often do you look for job advertisements on Facebook?
SQ15	How often do you use the gaming option on Facebook?
SQ16	How often do you find nearby friends on Facebook?
SQ17	Do you ever find out about your time on Facebook under the settings option?
SQ18	How often do you set your Facebook app language?
SQ19	What are the factors that influence you on Facebook?